

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

75th YEAR

MAY 1952

C. E. BICKFORD & CO.
COFFEE BROKERS

NEW YORK
88 Front St.

NEW ORLEANS
427 Gravier St.



Have you seen our booklet, "COLUMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.



No. 777 GRANULIZER has grinding capacity of 1000 to 2000 pounds per hour depending on type of coffee and size grind being produced. One of 8 models with capacities ranging from 400 to 4000 pounds per hour.

GRANULIZERS..

Will Consistently Give You Cool, Uniform, Full-Flavored Grinds

YOU can depend on GUMP GRANULIZERS to produce all grinds, *consistently* and with *absolute uniformity*. Moreover, you can instantly switch from one type of grind to another by changing position of the positive grind control lever — and quickly reproduce any specific grind whenever desired. And, cool, clean-cut Granulized coffee retains the very maximum of flavor and aroma of the roasted whole bean.

Sturdy modern design and construction is an important factor in the long time service record

of Gump GRANULIZERS in coffee plants, large and small. Let Gump engineers, with their years of coffee plant production experience, recommend the model for your particular requirements. Write for full information today.

B. F. GUMP CO.

Engineers & Manufacturers Since 1872
1312 So. Cicero Ave., Chicago 50, Ill.

Have you received your copy of Gump Coffee Equipment Catalog No. 700? If not, write for it today. There is a lot of valuable, practical information and profitable data packed between the covers of this new, liberally illustrated, 40-page book.



B. F. GUMP CO.

EDTRAUER-DUPLEX
NET WEIGHERS

IDEAL GREEN
COFFEE CLEANERS

GUMP COFFEE
GRANULIZERS

BAR-HUN WEIGHERS
AND BAG FEEDERS

IDEAL COFFEE
ELEVATORS



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P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic
El Salvador • Guatemala • Honduras • Mexico • Venezuela



the "coffee-break" campaign

By this time you probably have seen the first advertisement of the Pan-American Coffee Bureau's new "coffee-break" campaign in national magazines or Sunday supplements, or heard the "coffee-break" announcements of some of the 119 radio stations the Bureau is using throughout the country.

There's one important fact about this new campaign that we'd like to underscore — the fact that it's based on sound research. For example: of the many reasons people give for drinking coffee, our research showed that the dominant reason is *stimulation*. People like, want, and expect the gentle "lift" coffee gives them.

That's why we adopted the theme, "Give yourself a coffee-break . . . and get what coffee gives to you. Coffee helps you *think* better, *work* better, *feel* better!" It's a powerful appeal that promises *personal* benefits that everyone wants.

Our research nailed down three other facts, too — facts that establish inviting opportunities for increasing coffee consumption. They are:

1. Only 37% of all coffee drinkers now drink coffee between meals. Yet, these between-meal drinkers average 5 cups per person per day, as against 2 cups for people who drink coffee only with meals. There's a big potential in the 63% who make up the latter group.
2. Coffee drinking at place of work increased 55.6% between 1950 and 1951 — definite evidence of a trend that can be encouraged and accelerated.

3. Young people 16 to 19 years of age drink only 1.33 cups per person per day, while those in the next older group, 20 to 24, average 2.35 cups. That indicates room for increased consumption by younger people.

We're applying *these* facts in the illustrations in our advertisements — pictures of people taking a coffee-break between meals, workers having a coffee-break on the job, and young people enjoying coffee on a date.

Those of you who previewed this advertising in its formative stage were enthusiastic about it. We hope you who are seeing it for the first time in publications, or hearing it for the first time over the radio, will be just as enthusiastic; for the full benefit of the campaign can be realized only if it has the active support of the industry.

That's why we ask you to review your own advertising and promotional plans and see how the "coffee-break" theme can be adapted to them. If you'd like detailed information on the Bureau's program, or want samples of display material, let us know. We'll answer promptly.

By working together, we can make the coffee-break a national institution in homes, offices, factories — wherever people are, whatever they do. It's the way to a basic expansion of the total coffee market.

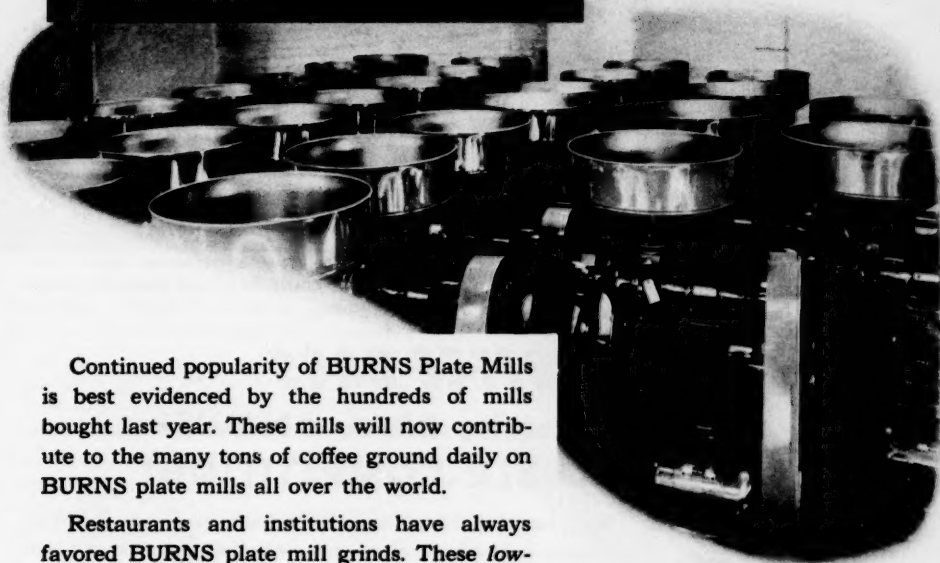
Chas. G. Lindsay
MANAGER

A Few of the Many

PLATE MILLS

Ordered Recently

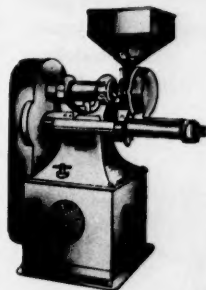
BURNS No. 12 PLATE MILLS
Capacity up to 500 lb/hr. Still a favorite, after many years, because of their recognized high efficiency and durability.



Continued popularity of BURNS Plate Mills is best evidenced by the hundreds of mills bought last year. These mills will now contribute to the many tons of coffee ground daily on BURNS plate mills all over the world.

Restaurants and institutions have always favored BURNS plate mill grinds. These *low-cost, flexible, trouble-free* producers turn out a wide range of accurate and high-quality grinds. We're sure they would be a big help in meeting some of your needs. Write now for more information.

The added attraction of the chaff-reducing **COMPACTOR** is built into certain models. The more exacting producers of plate mill grinds may thus prefer the BURNS No. 14 or No. 15 Compactor Mills.



MEMBER OF
NCA

JABEZ BURNS & SONS, INC.
11th Avenue at 43rd Street • New York 18, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE
FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL
PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

Engineers
SINCE 1864



Royal Frew (left), President of Wason Brothers Co. of Seattle, exhibits a full-page advertisement used as part of a campaign to introduce Cup Brew Coffee Bags in the Seattle market. Allen Rotman, Vice President, exhibits the company's new vacuum jar containing Mello-Cup Cup Brew Coffee Bags.

"CUP BREW COFFEE BAGS

are the **REAL ANSWER** to
'SOLUBLE' COMPETITION!

Neatly packaged in
your own plant
in specially developed,
strong, tasteless,
non-woven fabric.

MEMBER OF
NCA



. . . take it from Royal Frew and Allen Rotman, executives of Wason Brothers Co. in Seattle . . . new Cup Brew Coffee Bags meet and beat soluble coffee competition. That's because Cup Brew Coffee Bags give consumers the convenience of solubles PLUS the enjoyment of real coffee!

There's a big market awaiting you, too. A recent survey shows that 36% of all coffee consumers use soluble coffee either regularly or occasionally. Patented Cup Brew Coffee Bags are the coffeeman's answer to this ever-growing competition . . . your answer!

Coffeemen in market after market, like Seattle, are enjoying new sales and new profits with Cup Brew Coffee Bags. You, too, can do the same. Write, wire or call today for additional information about Cup Brew's attractive, profitable licensing arrangement.

CUP BREW COFFEE BAG CO.
1715 Logan Street • Denver 3, Colorado • Phone AComa 4597

International Alliance For Good Business

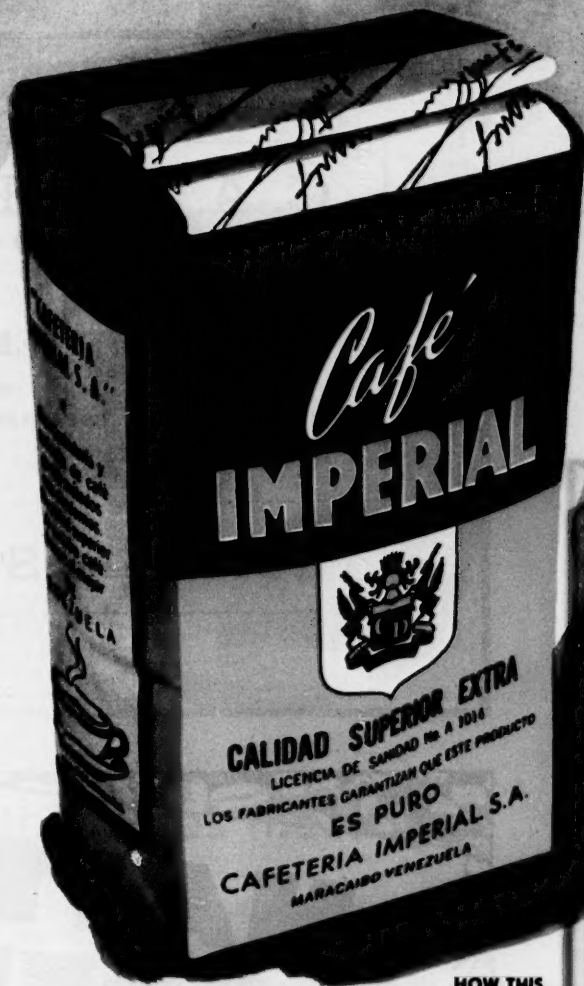


PAPER PACKAGING of coffee in Latin America has increased steadily. The larger packers' volume in recent years has warranted the use of automatic equipment. Cafeteria Imperial, S. A., largest roasters in Venezuela, called on Union both for bag and machinery recommendations.

This "Cafe Imperial" bag was designed specifically for the roasters' new equipment. The white pasting area on the front of the bag permits the use of water-soluble paste which would not hold on an oil ink surface. The packer has made good use of this space by reproducing his signature as an implied guarantee of quality.

Not apparent in the illustration, but printed on the bottom of the bag, is the Union trade-mark shield, another 'signature' recognized as a guarantee of quality.

Roasters throughout the Americas depend on Union for economical paper packaging. Union coffee bags have been the choice of many leading packers for more than a quarter of a century.



HOW THIS BAG IS MADE

Production Features of
"Cafe Imperial" Package

Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

TYPE OF BAG:
Automatic
SIZE: 1 lb.
INKS: Red, yellow
& black



OUTER PAPER:
30# White S. C.
Pique Embossed
INNER LINER:
30# Amber Glossing

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION
Woolworth Building
New York 7, New York



UNION'S MODERNIZED PLANT AT HUDSON FALLS, N. Y.
BULLION-BAG SPECIALTY PACKAGING HEADQUARTERS



C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK



HAITI
COFFEE

is preferred--because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



"Vacuum Packed" made a big impression on her in 1932....



"Vacuum Packed" will make a big impression on her, TODAY!

Make the most of this sales message

It was over twenty years ago when Mrs. America first heard about vacuum packing, a process which kept coffee fresh and flavorful until she was ready to use it.

Vacuum packed coffee sales zoomed!

Coffee roasters sat back with satisfaction and, after a while, began dropping the references to vacuum packing from their advertising.

In the meanwhile, 12 million young ladies were growing up.

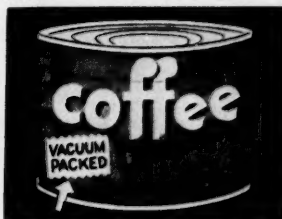
The powerful sales story that changed a nation's coffee-buying habits has never had a chance to reach them.

If your coffee is vacuum packed, why not give it a sales break and tell these new housewives what vacuum packing means!

In your advertising, tell today's women how vacuum packing *protects* coffee flavor!



Put a prominent vacuum packed seal on your package! Let people know you protect your coffee's flavor and freshness!



**NOW
MORE THAN EVER
IS THE TIME TO
SAVE
WITH
AFRICAN COFFEE**

**THEY WILL
BE YOUR FRIENDS**

JUNTA DE INVESTIGACIONES Y DESARROLLO

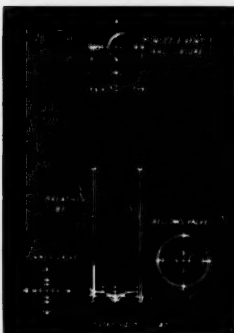
HEAD OFFICE: LIMA, PERU
BRANCHES: CAGO, FIREF, S. TAMP, ANGOLA

The Container That Helped Make OVER 5 MILLION SALES

R.C. SPRA-CAN

Dress Up Your Product With These Exclusive Features:

- **Controlled Power Pressure** . . . Sprays at any angle. Upside down or sideways.
- **Countersunk Nozzle Vent** . . . Uniform spray . . . no "puffs" or "blasts".
- **Sturdy Bellows Diaphragm** . . . Built for roughest usage.
- **Rapid, Non-Binding Bellows Action** . . . Free-working at all times, moisture-resisting stock for all climates.



It takes a quality product PLUS a quality-engineered container, to ring up over 5 million bug-duster sales.

Many garden and insect dust packers realized this when they brought their products to R.C. engineers to be "dressed up" in an efficient package. The R.C. SPRA-CAN was the answer—a specific answer to the strong consumer resistance to past inferior, make-shift dusters.

The result is a winning combination: a sturdy container that provides the favorable first impression . . . a fool-proof, dependable design that assures lasting satisfaction (and profit-building resales)!

■ PERHAPS THERE'S A SALES-SUCCESS STORY HERE FOR YOU! WHY NOT CALL IN OUR EXPERIENCED PACKAGE ENGINEERS TODAY?

R·C· CAN COMPANY

MAIN OFFICE and Factory 111 Chambers St., St. Louis 6, Mo.
Branch Factories: Arlington, Tex.; Rittman, O.; Kansas City, Mo.

SALES OFFICES:

C. E. DOBSON, 819 Carondelet Bldg., New Orleans 12, La. R. C. CAN CO., 225 West 34th St., New York, N. Y. L. C. MORRIS Co., 1125 Spring St., N.W. Atlanta, Ga.
S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. E. F. DELINE CO., 224 W. Alameda, Denver 9, Colo. W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn.
CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif. GARRET P. KELLY, 1300 East Park Place, Milwaukee, Wis.



MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION

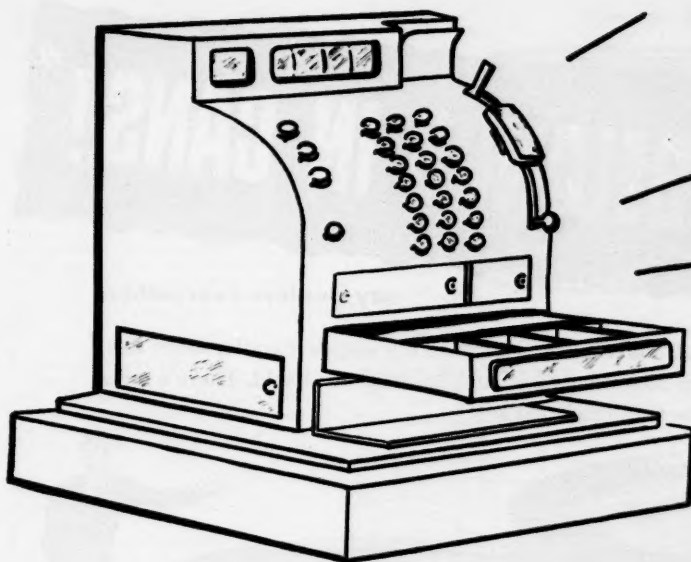
SALVADOR COFFEES

*Choice of American Roasters
Creators of Good Will*

COMPañIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cable Address: Coscafe

Telephone Nos. 758 & 1632



A PAYING PROPOSITION

The results of the "Coffee Break in Industry" recently conducted by the Pan American Coffee Bureau shows that business men favor coffee drinking at "the place of work" because it pays in terms of increased efficiency and stepped up production.

By the same token, we believe it will pay all in the industry to cooperate in making the Bureau's coming "Coffee Break in Industry" publicity campaign a success. It should prove an increasingly paying proposition for all concerned.

RUFFNER, McDOWELL & BURCH, INC.

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

"It pays to trade the Ruffner way"

COFFEE BROKERS and AGENTS

"COFFEE BELONGS IN CANS!"

say dealers everywhere

DEALERS PREFER coffee in cans because it's easy to handle, lends itself to mass displays, and stays fresh and flavorful until sold. There's never any loss or waste through breakage.



Continental offers the best in containers, and a grade of service to match. From years of experience in the coffee field, we have gained a fund of knowledge and skill you may be able to use with profit. Why not call us when you have a problem in package design, plant layout or closing machine maintenance. We'll welcome a chance to talk things over anytime you say.

*For tops in coffee
can service, call
on Continental!*

CONTINENTAL © CAN COMPANY

CONTINENTAL CAN BUILDING, 100 East 42nd Street, New York 17, N. Y.

EASTERN DIVISION
300 E. 42nd St., New York 17

CENTRAL DIVISION
135 So. La Salle St., Chicago 3

PACIFIC DIVISION
Russ Building, San Francisco 4

COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 11 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Sumnerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.
100 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

Firm Name

Street Address

City and State

Signature Title

MAY, 1952

Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

May 1952

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75th Year



T. M. Bag.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Arnold & Aborn's new plant

Probably the most clear cut example in the country of progress in coffee plant design is the new factory of Arnold & Aborn, Inc., on Route 1 at Linden, N. J.

Back in 1915 the company made a similar move into a new plant, a four-story building on Old Slip, in New York City, a bean's throw from the Front Street coffee center.

To mark the event, the firm issued a booklet called, "A Little Journey Through Our New Plant." The booklet explained that "the new plant, with its model features, expresses the upward progress of a business, now 37 years old, built up upon a well known policy of quality ideals."

In 1925, after a fire in the Old Slip building, the company moved to Pearl Street. The business continued its upward progress. Three decades was more than enough time for Arnold & Aborn to outgrow the Pearl Street location. The plant's limitations—in capacity and in methods—became a hobble on continued expansion. After the last war, the pressure became acute.

Edward Aborn, the hard-hitting head of the company who is also president of the National Coffee Association, made the difficult decision to build a new plant, despite the relatively high construction costs of the period.

Efficient answer

Late last year the address of Arnold & Aborn, Inc., officially became Linden, N. J., although the actual process of completing the move took several more months.

Within the steel and concrete walls of the clean, modern building set back from Route 1 are 38,000 square feet of space and equipment representing a highly efficient answer to the specific needs of Arnold & Aborn, Inc.

A regional roaster with a sales territory covering an area with a radius swinging hundreds of miles from New York City, the company packs its own can brand for sale through grocers to consumers, operates a vigorous and growing restaurant division, and also does private label packing.

His operations run, Mr. Aborn says, about 40 per cent grocery business, 40 per cent restaurant and 20 per cent private label.

Flexibility is therefore of prime importance in the operations of Arnold & Aborn. The plant must be able to meet various needs, packing in cans, one-pound bags, restaurant packages and bulk bags as required, and processing the coffee accordingly.

Possessing one of the more alert and progressive minds in the industry, as members of the trade know from his roaster operations, his committee work in the past and his association activities now, Mr. Arnold could be expected, in getting himself a new plant, to achieve one more advanced, in some respects, than anything built before.

In the design, two conflicting specifications had to be reconciled. The company wanted to limit all operations requiring human attention and labor to one floor. At the same time, a flexible bean storage and handling system and a requirement for gravity flow of ground coffee to the packing lines called for a multiple-story installation.

The answer is a building which is basically of one-story design, but it includes a tower which is three stories high,

two stories above the main floor and a penthouse.

In general, the operations follow a horizontal "U"-shaped course. Green coffee is received at the end of one leg of the "U," is stored along the leg proper, moves around the curve into actual processing, is packed along the other leg and is shipped from that end of the "U."

All materials handling is done by forklift truck—there are no passenger or freight elevators in the tower—and the "U" course of the operations puts the receiving and shipping sections relatively close, allowing one forklift to be moved quickly, as needed, from one to the other.

Faster unloading storing

Already the new plant has ticked off an operating efficiency impossible at Pearl Street. At the old plant, for example, unloading and storing a 250-bag truckload of green coffee had required four men working about two hours and 50 minutes. At Linden, two men—one on the tailboard and one handling the forklift on the receiving floor—can unload and store in 50 minutes. Linden can empty a truckload of containers, which come palletized, in 20 minutes.

The plant is sweetly situated, from a transportation viewpoint. It's located off Route 1, which is relatively fast and uncrowded, now that the New Jersey Turnpike is taking most through traffic. Moreover, a spur from the main line of the Pennsylvania Railroad runs right to the plant. So far most of the shipping, both in and out, has been by truck.

Trucks bringing green coffee back up to either of two huge receiving doors, with plenty of room to maneuver, a far cry from the Pearl Street situation. The receiving floor is at tailboard height. As the coffee is removed from the trucks, it is immediately stacked on pallets, 12 bags, three high, to each pallet.

A forklift runs the pallets to the adjoining warehouse area, and as it does so checks weights. This is done in a simple way. When the forklift goes with an empty pallet for a load, it passes over a Toledo floor scale which registers total weight. When the forklift carries the loaded pallet, it passes over the floor scale again. The difference in weight is the coffee gross, including bagging.

Four pallets high

In the storage area, the forklift piles the green coffee four pallets high. Incoming cases of cans are handled 50 to a pallet and are stacked five pallets high.

As needed, coffee is carried around the bottom of the "U" into the production area, where enough for two days' operations is usually stacked.

The layout of the production equipment was determined, in part, by the need to process special batches of coffee without disrupting the flow of regular coffees which were to be packed in large volume. It was specified that all coffees were to be subjected to the same thorough cleaning, but that the final product might be any of several different grinds and packages.

As the coffee starts into processing, the weight is rechecked on a floor level scale, then the bags are opened and the contents emptied into dump chutes. Dust from

the dumping is drawn off by hoods tied into the dust suction system. Separate chutes, leading to different bins, are provided for dumping regular and special batches.

The green beans are then put through an exceptionally complete cleaning operation, utilizing one Jabez Burns & Sons, Inc., recirculating green coffee cleaner, supplemented by two Burns rotary screens.

From the cleaners the coffee goes to two bins, each of about 20-bag capacity, that feed into a batch mixer for thorough blending. A bucket elevator then relays the coffee into 20-bag storage bins on the second floor of the tower, above the roasters. The beans are then directed, by means of automatic volume controls, into the roaster feed hoppers. This system permits roasting of equal,

measured quantities in successive batches.

Individual roaster batches of special coffees go through the same cleaning process, but are routed around the mixer direct to the roaster, which doubles as an efficient blender.

The roasting is done by five No. 23 Thermalos. As an indication of the elbow room built into the plant, there is provision on the roasting floor for the future installation of a continuous roaster.

One of the outstanding characteristics of the plant is a signal and control system which allows all the production operations to be controlled from the main floor of the plant.

The roaster attendant can direct the flow of coffee from the mixer into various bins feeding the roasters. Signal

The new plant is basically one-story in design, but has a tower



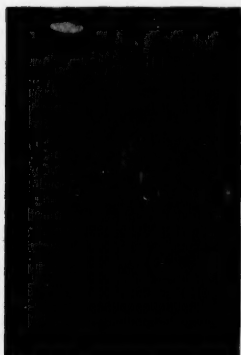
Looking across Route 1 near Linden, N.J., at the new plant of Arnold & Aborn, Inc.



The general offices in the plant — bright, well-lighted, with soundproof ceilings



In the warehouse area, President Ed Aborn looks at palletized, stacked bags of coffee



Towmotor forklift truck stacks green coffee four pallets high.



The battery of five Burns No. 23 Thermalos; coolers at right



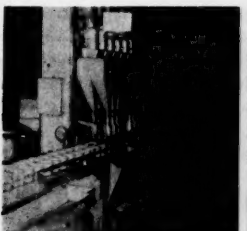
Three Burns No. 14 compactors, flanked by two of the granulators.



Chutes like these, from storage bins, give the plant flexibility



Chutes from the tower distributor send coffee to various locations.



At the can line, a worker picks a container for checkweighing.



These chutes, with control gates, allow roast bean packing in bulk.



Attendant feeds empty cans to unscrambler, then sends case to line for filled cans.



ARE PACKED IN GAIR CARTONS AND SHIPPED IN GAIR CORRUGATED CONTAINERS

SHIPPING CONTAINERS

Without obligation Robert Gair offers a helping hand in solving shipping container problems. At your service is an organization replete with top-flight technicians in research ...creation of new ideas for better containers ...and new practical methods of sealing containers, by hand or by machine.

GRAVURE

Gair multicolor gravure printing on sheet-fed paperboard gives absolute fidelity in **COLOR REPRODUCTIONS**...thus eliminating expensive outside wraps on your cartons. Many types of art and the widest range of color techniques can now be used.

FOIL CARTONS

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lights show whether the bin is full or not and which bin gates are open.

Cooling of the roasted coffee is handled by five Burns No. 24 Stirflex coolers. Normal stoning operations, carried by two Burns 15-inch stoners, are supplemented by two Burns stone sifters for removal of sand and fine gravel. Moreover, the stoner boots are equipped with powerful magnets to catch tramp metal.

This phase of the operation is handled in a pit which may make the Arnold & Aborn plant the only coffee roasting set-up in the country with its own bomb-shelter. The pit is 12 feet underground and has walls, floor and ceiling of 12-inch reinforced concrete.

Outside air

Because of the great quantities of air required by the cooling and stoning operations, it was decided to install large ducts to bring outside air directly to both types of equipment. This arrangement not only lessens the heating problem but also eliminates the strong drafts so common in plants where air for these operations is drawn from the roasting room and nearby areas.

To bring outside air to the stoner boot in the pit, two flues—each about two by three feet—rise 70 feet through the tower to the roof, bringing ample outside air into the pit. Once a day an employee climbs down into the pit to do whatever cleaning up might be needed. Other ducts carry air to and from the coolers.

Chaff disposal has been simplified by providing a pneumatic collecting system whereby all chaff is brought from the roasters and from the collectors at the cooler and stoner outlets to one convenient point. The point selected permits later addition of a chaff incinerator to reduce this nuisance even further.

After the stoning, the coffee is directed into distributors in the penthouse of the tower. With these distributors and the chutes leading from them, the roasted beans can be shunted to different locations, as specific operations require.

Although the distributors are in the tower, they are controlled from the main floor, three stories down. In line with this system, signals on the main floor indicate by means of colored lights whether the level of coffee is high or low in the various storage bins in the tower.

Grinding room

On the third floor of the tower is the grinding room, in which are a battery of three Burns No. 25 granulators and five No. 14 compactor mills. This arrangement permits gravity flow of ground coffee to bins on the second floor and to the packing department on the main floor. This flow scheme reduces aeration and consequent loss of aroma, and at the same time enables easily controlled grinding of many different blends.

In the grinding room is a light system which indicates which bins are feeding coffee to the various packing lines. Moreover, a double telephone setup, with a bell keyed to be heard above the noise, puts the grinding room into direct communication with the can line, as well as with other parts of the plant. The grinding operations require only one attendant.

For private label packing, roasted beans from the penthouse distributor can be set to bypass the grinders and be shunted through chutes direct to the main floor.

Bins and piping for handling the fine coffee from the

Trade Roast

By Douglas H. Wood

News item last month: "Sudden decline in options market."

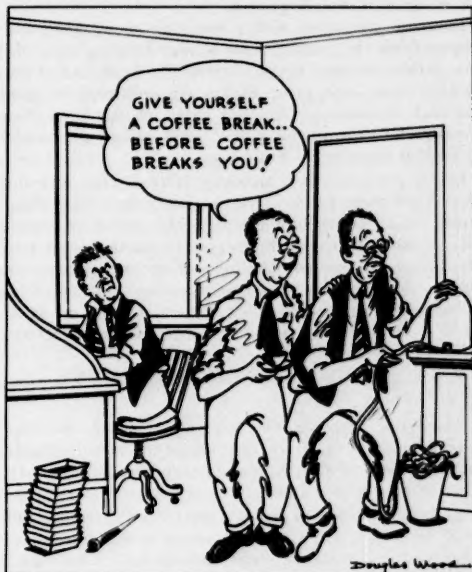


plate mills are especially designed to prevent sticking and clogging. This is accomplished by reducing as much as possible angles and changes in direction of flow. Moreover, agitators are provided for each bin. Vacuum-pack coffees feed from the granulators into Burns True-Flow bins, designed to prevent separation of the different sized granules.

On the main floor the roasted coffee, ground or in bean form, goes to any of seven different lines in the outward leg of the "U"—one can line, four restaurant lines and two private label bean lines. Roast beans for bulk packaging are directed to any of four chutes with control gates just inside the roasting area.

In the can line are a Consolidated Packaging Machinery Corp. six-head duplex scale, an American Can Co. vacuumizer and a check scale.

Arnold & Aborn gets its cans in preprinted shipping cases—that is, the cases carry the company's name and trademark. The cases are open when they arrive and are piled upside down to hold the unglued top flaps in place.

At the can line an attendant removes the cans, puts them onto an unscrambler which feeds them into the line, and sends the empty case on a short roller conveyor to another attendant, who loads the same cases with the filled, vacuumized and sealed cans.

A packing line for one-pound bag coffee ticks along with a B. F. Gump Co. Bar-Nun "Auto-Check" Weigher and Bag Feeder. The bags are heat-sealed with a George H. Fry Co. unit.

One of the restaurant lines utilizes a Stokes & Smith automatic packaging machine. Another teams an Automatic Scale Co. unit with a Fry heat sealer. Job lot production of one-half pound to one pound bags is turned

out with a Hanneccn scale and a Fry heat sealer.

Originally the plans called for a wall between the packing and shipping areas, but operations got underway without one and it was decided it was more efficient to leave the set-up as is, one large area.

Finished cases move with a minimum of handling and motion from the packing lines to the shipping area. In fact, pallets are lined up just beyond the finish end of the packing lines, each pallet with a tag indicating its geographical destination. As cases come off the lines, they are moved to the proper pallet. Full pallets are carried by forklift right to the truck bay.

Oddly enough, truck deliveries from Linden into the New York metropolitan area are faster than from Pearl Street, which is right in the city, Mr. Aborn indicated. One reason is that good highways can put the trucks into Manhattan at downtown, midtown or uptown, as required, without bucking city streets all the way. Moreover, at Linden the plant garage holds four trucks right at hand, while at Pearl Street they had to come down from a garage located elsewhere.

Arnold & Aborn rents the trucks, and they are serviced by the owners.

The traffic department's offices are alongside the shipping floor, near the truck bay, where the men in charge can keep close tabs through ample windows on the movement of the finished cases.

Executive offices and general offices line the front of the building, which faces Route 1 across a wide stretch of what will become lawn, later this spring. The testing room adjoins the roasting area, to permit quick, frequent checks on the roasted beans.

As advanced as the plant is production-wise, it is modern architecturally. Simple, functional, it has a dignified but attractive entrance and reception room. The roof, as an example of the advanced design, is flat, with several inches of water covering it, an arrangement that insulates in winter and both insulates and cools in summer.

Mr. Aborn practises what the industry preaches on the coffee break. In a neat, bright rest room, employees gather for coffee at 10:00 a.m. and 3:30 p.m. They also use it at noon for lunch. The firm makes available the coffee at these three occasions, brewing it in a 5-10-5 urn battery and glass coffee makers, adds the supplies of sugar and cream, and the employees provide their own cups, saucers and spoons.

One of the more pleasant aspects of Linden is the sunshine, Mr. Aborn comments. After Pearl Street, it's nice to see sky without making a special trip for the purpose.

Most pleasant is the fact that the new plant is efficient. The layout permits effective control of all productions operations from the main floor, despite the fact that much of the processing equipment is in the three-story tower and the pit. The result is a coffee roasting plant which can be operated efficiently with a minimum of labor.

Trailers improve fork truck operation

The addition of two three-car trailer trains to the fork truck-pallet operation at the Barrington, Ill., plant of the Jewel Tea Co., Inc., has increased the efficiency of the operation involved in the movement of grocery items between bulk storage and order assembly areas by an estimated 200 per cent, reports the Mercury Manufacturing Co., Chicago.

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The coffee supply situation

This review of the statistical position of coffee, a vital question at any time but especially so today, is from a market letter issued by the coffee department of the Volkart Brothers Co., New York City. Heading this department is John Pepion, widely known in the coffee industry.

The statistical position of coffee—the supply and demand picture of the period immediately ahead—is of more importance than at any time in many a year. Accordingly, it is well to review the situation as we get nearer to the end of the present crop.

How tight the Santos coffee supply will be between now and June, depends on (1) the amount yet to come from plantations, (2) coffee now registered in the interior, (3) the amount in port, and (4) the volume that will be needed for shipments to consuming areas.

As to the first factor, it now seems clear that there is not enough coming in from plantations to be of influence as shown by the following figures on bags of coffee received in Sao Paulo registered for Santos: July, 1951, 1,280,727; August, 1951, 1,516,989; September, 1951, 1,422,093; October, 1951, 685,245; November, 1951, 224,316; December, 1951, 154,853; January, 1952, 59,656; February, 1952, 29,955; first ten days of March, 1952, 3,575; second ten days of March, 1952, 5,459.

Latest figures on the second two factors are, in bags of Santos coffee available until new crop, as of March 26th, 1952: 1,871,653 under interior R.R. b/1 for release to Santos; 1,825,000 Santos port stocks; or a total of 3,696,653 Santos coffee available for next 14 weeks.

This will make the smallest carryover in most people's memories. But will it be enough? The factors considered so far have been reasonably exact, but the last factor, demand, is open to wide differences of opinion. However, a study of recent statistics would make logical a conclusion that nearby demand will be less than it has been in the recent past, rather than more.

U. S. imports for the past four consecutive months have been greater than consumption. The yearly totals of U. S. imports for the past four years have been remarkably uniform, averaging 20,431,196 bags per year (1951—20,301,386). Although the monthly imports have shown large swings, high months have been followed with compensative low months, giving a monthly average of 1,700,000 bags. It seems reasonable to use that figure as U. S. consumption, a little higher in winter, a little less in summer. The three months of January through March, last year, indicated imports were over 2,000,000 each month and to compensate, April imports showed a sharp drop to 1,447,627 bags and stayed under 1,500,000 each month through September.

The same pattern could be expected to prevail this year. For each of the past four months, U. S. imports have been 2,000,000 bags. As shown above, this must be somewhat more than consumption, and this is borne out further by other symptoms. Paton estimates that U. S. coffee stocks have increased by 835,000 bags in recent months, with green and roasted inventories of importers and roasters estimated at 4,200,000 bags as of March 31st. Coffee in New York warehouses is the largest in several years, and coupled with roasters' lack of buying interest, supplies are backing up.

New York licensed warehouse stocks of coffee are as follows, on April 14th, four weeks before and last year, in that order: Brazil, 207,474 bags, 163,936, 132,975; Colombians, 119,785, 93,541, 101,594; Others, 188,718, 125,520, 92,092; Total, 515,977, 382,997, 326,661.

Accordingly it would be natural to expect U. S. imports in the immediate months ahead to drop 500,000 bags per month to 1,500,000 or even a little less. In line with this, a private report of market conditions in Santos just received mentions these comments: "Little activity"; "Stagnation or even paralyzation were expressions that could be heard several times when people spoke of the coffee business"; "Apparently there was a lack of orders from the States."

With the picture as shown above, it would be logical to

Estimates of Current Brazil Crop

	Official DEC 4-10-52	Brazilian Rural Society 3-16-52	Soc. of Agriculture State of Sao Paulo
Sao Paulo	7,150,000	7,352,000	7,901,000
Parana	4,226,000	4,400,000	
Minas Gerais . .	2,040,000	1,935,500	
Others	1,552,000	1,512,000	
Exportable . .	14,968,000	15,199,500	15,850,000

expect that Santos exports during the next three months would not be much over the amount shipped last year. April, May and June shipments in 1951 out of Santos to all points were 1,497,000 bags (or if adjusted to 14 weeks: 1,612,154).

Putting these various parts together to answer the question "Will there be enough Santos coffee until the new crop?" We see: 3,696,653 bags Santos in Brazil 3/26/52; 1,612,154 bags possible shipment, 14 weeks, to 7/15/52; 2,084,499 bags as the resultant carryover 7/1/52.

If shipments are optimistically one or two hundred thousand more, there still would be an amount equivalent to the normal Santos Port stock. Thus, a very tight supply situation ahead is indicated. To have an average port stock would mean cleaning up every bag in the interior. When the total supply is down to the last 2,000,000 bags, we would assume that a fair proportion of this is "left-overs" in quality. Another percentage of this would be tied up as being sold for shipment. Thus, the actual amount of "free" coffee of desirable quality for trading could be uncomfortably small.

One final point to complete the supply picture is the amount of coffee to be available from the coming crop. To give perspective to crop estimates now being made of the 1952-53 crop, let us use past exports as a yardstick.

Brazilian coffee exports in 60 kilo bags per crop year were as follows: 1951-52—16,400,000 estimated (July 1, 1951 to March 31, 1952 exports: 13,342,325. If April-June same as last year, total will be 16,426,325); 1950-51—16,592,765; 1949-50—16,935,094; 1948-49—17,744,735; 1947-48—16,124,902.

The latest estimate of the present crop was that of the DEC, received here April 10th.

(Continued on page 21)

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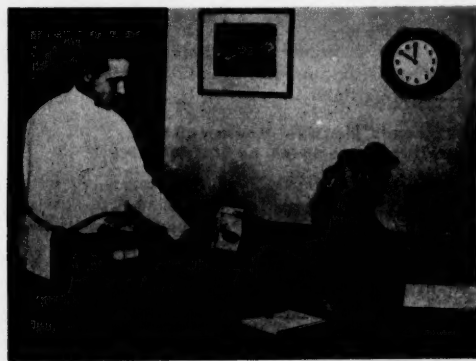
Riegel

FUNCTIONAL PAPERS FOR COFFEE AND TEA

▶ WRITE FOR SAMPLE BOOK

On the menu

developments among public feeding outlets



Dial and Dine, a New York City catering service, helps an office worker take a morning coffee break. The coffee is in a Union Bag and Paper Corp. container, lined with insulating Scutan.

Coffee with the meal, too, is becoming the custom in America

Coffee with the meal is fast becoming the tradition in America, replacing the custom of drinking coffee just after the meal, according to the National Coffee Association.

The new custom is believed to have started as the result of the breadwinner attending luncheons in "downtown" eating places and discovering that coffee served with the main dish is a very pleasant eating habit.

Also, women are picking up the custom from sandwich luncheons.

It's true that coffee can add much to the enjoyment of the meal when it is served with the main course, NCA points out. The "manly" dishes, particularly, seem to require it—steaks, chops, lamb or beef stew.

Anybody wanting coffee with the meal usually also wants a cup with dessert..

Selling coffee by the pitcher

At Lucca's Restaurant in Los Angeles the "second cup free" policy does not apply to coffee, according to Restaurant Management. Instead, dinner patrons are served a crockery pitcher of hot coffee—an offering they appreciate because of curtailments elsewhere.

The pitcher, holding enough for four generous servings, is charged at the four-cup price.

Offers free coffee to aid polio drive

Mr. and Mrs. William Hansen cooperated with the March of Dimes (infantile paralysis) drive this year by offering free coffee to customers who contributed to this worthy charity, reports Restaurant Management.

They are the proprietors of the Bil-Mar Restaurant, Mainstee, Mich. Other local restaurants also joined the campaign in the same way, and local grocers and dairies played their part by contributing free coffee and cream.

The public's response was so spontaneous and universal that Manistee's operators already are making plans for a similar project next year. The staff members of their restaurants also entered into the spirit of the drive.

The coffee break in ad agencies

Many of their employees leave every morning for coffee, a New York City advertising agency recently told Advertising Agency and Advertising & Selling, the trade publication of that field.

What, the agency asked, should the firm do about it?

"Some agencies meet the problem by actually sending around coffee every morning, others by having a pot on the electric stove where the needed uplift is available without loss of time or absence from the office, the magazine replied. "We can't afford to get stuffy about this, sending around office memos from management which involve all the irritation of purchasing a time clock. Much better to use the situation to prove that the boss understands and properly values his workers. This pays big dividends in loyalty and work."

Stewart's, Inc., Memphis, sells coffee business

The Witzell Bros.-Dean Lilly Co. has purchased the coffee processing and sales business of Stewart's, Inc., Memphis, Tenn., it has been announced by William C. Stewart.

Stewart's, Inc., has been furnishing coffee to some 700 restaurants and drug stores.

Stewart's, Inc., will specialize from now on in its prepared foods, such as mayonnaise, cookies, potato chips and similar products, Mr. Stewart stated.

Swiss grower coffee imports

In the 1934-38 period, annual imports of coffee into Switzerland were 261,000 bags.

The coffee supply situation

(Continued from page 19)

It is difficult to estimate a crop from several billion trees and accordingly estimates in previous years have been known to be "off" by one to two million bags. Even allowing for this, it does not look like a burdensome surplus, at the best.

In summary we have two contrasting factors: A very bullish situation of supplies in producing countries which, if it were the only factor, could make a strong advancing market, probably to ceilings. However, contrasting with this, we have excess supplies that have backed up in the United States, a dead selling market with little interest from roasters, lower consuming months ahead, a recent reduction in roasted selling prices, lowered nearby demands from some other countries especially France, and a tight money and credit situation in Brazil. Which of these two groups of factors will tip the scales is hard to predict.

The second set of factors above could, for a couple of months ahead, offset the broader, fundamentally bullish statistics, and cause a lack of demand, with prices being pressed at concessions. But, at the moment, some one event could come to cause a sharp advance. Brazil has too much at stake to let the market break wide open and has the easiest supply position to handle that they have had in a generation.

**Soluble Coffee use is spreading
in American homes, survey shows**

A rapidly developing trend towards big volume use of instant coffee is revealed in a study of the coffee habits of American families by National Family Opinion, Inc., an independent market research organization in Toledo, Ohio.

This study shows that practically half of the coffee-drinking homes in the United States are today consistent users of instant coffee whereas only a small percentage of all coffee consumers used instant coffee a few years ago.

The following other facts were produced by the study: 98 per cent of all homes serve coffee regularly in some form, 10.2 per cent serve coffee substitutes, 2 per cent serve neither, 49 per cent of the coffee drinking homes serve only regular ground coffee, 7.3 per cent serve instant coffee only, while 47.7 per cent serve both kinds.

Hot food drinks—cocoa, malted milk, etc.—are served regularly in 80.1 per cent of American Households.

The study was made by questionnaire to a balanced panel of respondent households which represented a true cross-section of the national market.

**Colonial Coffee vacuum-packs tins of home-cooked
foods; service to kin, friends of soldiers in Korea**

The Colonial Coffee Co., Nashville, recently provided a free service enabling families and friends of Davidson County, Tenn., soldiers in Korea to send their boys home-cooked foods in vacuum-packed tins.

The service, offered in cooperation with American Legion Post 5, worked as follows: One-pound tins were made available at the American Legion Club House at

certain hours each week-day, except Saturday. These cans, which could be filled either at home or at the Club House, were taken to the Colonial Coffee Co. plant for vacuum sealing and then returned to the Legion Club House where they could be picked up, ready for packing and mailing overseas.

The idea for this service began when a Davidson County mother, whose son in Korea kept longing for her homemade biscuits, asked the Colonial Coffee Co. to vacuum-pack a tin of the biscuits.

**Cook heads Maxwell House sales,
advertising: Thompson on Instant**

C. W. Cook, formerly product manager for Instant Maxwell House Coffee, has been promoted to sales and advertising manager of General Foods Maxwell House Division, J. K. Evans, general manager of the division, has announced.

Mr. Cook succeeds J. P. Delafield, who has been appointed assistant marketing manager of the company's Birds Eye Division.

Mr. Cook joined General Foods in 1942 as chief engineer. He later served as production manager of the Maxwell House Division. He became product manager for Instant Maxwell House Coffee in 1951.

Thomas S. Thompson has been appointed associate product manager for Instant Maxwell House Coffee, Mr. Evans made known.

Mr. Thompson joined General Foods in 1950 as product assistant on Maxwell House Coffee and Instant Maxwell House Coffee. In 1951 he was promoted to assistant product manager on Maxwell House Coffee.



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Out of the Grinder

New unit automatically packs one-cup tea or coffee bags in jars, tins

To fill the obvious need for automatic instead of hand packing of one-cup bags in both the coffee and tea industries, Modern Coffees, Inc., Boston, has developed an automatic counter and packer, the first machine of this kind ever to be manufactured, the company states.

The new packing machine was invented by Maurice Weisman, the inventor of Steepolator Coffee Bags, expressly for the automatic packing of these coffee bags in jars or tins. It can also be adapted, however, for packing tea bags in rigid or semi-rigid containers.

The packer is attached to the Steepolator bagging machine and is synchronized to operate with it at 200 bags per minute, thus making a completely automatic unit for the manufacture, counting and packing of Steepolator Coffee Bags. This production-line speed is considerably greater than the bag manufacturing rate of most tea-bag machines and at least twice as fast as any other coffee-bagging machine, even though other one-cup bagging machines are said to package considerably less coffee per bag.

The unit does not include the grinding, vacuuming and labeling equipment necessary for coffee bags, but does supply the missing link to the complete manufacturing and packaging of coffee bags untouched by human hands. It serves the same purpose when adapted to the manufacture of tea bags. Its interest to the industry lies not only in its production economy but also in the elimination of the hygienic and pure food problems that arise with hand packing, and the efficiency with which it eliminates the vacuuming problem peculiar to coffee bags.

As every coffee man knows, a good vacuum or pressure pack is an absolute necessity for the protective packaging of any ground coffee. This problem becomes even more paramount in the packaging of coffee bags, because the very nature of the bags means a much greater volume of air space within the container. The problem, therefore, is to reduce this air space to the lowest possible minimum (i.e., a tight pack) and then remove every vestige of free air with a vacuum that closely approaches absolute barometer.

For example, a vacuum of 28 inches that might be satisfactory, and perhaps is the average, for pound tin packs is not high enough to be satisfactory for a coffee bag container. The spaces between the bags would permit greater aeration or circulation

of the two inches of residual oxygen.

The Steepolator automatic packer overcomes this problem by packing the bags so tightly in the jar that air space is reduced to the absolute minimum, thereby making it much easier for the Steepolator vacuum machines to draw up to 29.9 inches of vacuum, or within one-tenth of one inch of absolute barometer.

The problem of greater air space is much more acute for flat coffee bags that are hand-packed in a container to achieve symmetry for the sake of appearance. The result in this case is a slack pack rather than a tight one. Thus, protection of coffee freshness is sacrificed to appearance.

The required floor space for the Steepolator bagging, counting and packing unit—approximately 3½ by 9½ feet—is only a portion of the room generally required by a conventional bagging machine and the personnel necessary for a hand packing operation. The unit's operating efficiency is said to be due to a minimum number of working parts, in comparison with other one-cup bagging machines.

Modern Coffees, Inc., according to its president, Stanley H. Beaman, plans to build complete units for roasters who have established a sale of 2,000 cases of Steepolator Coffee Bags a week and who desire to control their

(Continued on page 99)

Your brand of Instant today insures your place in the coffee market of tomorrow!

The roaster or wholesale grocer, who first recognizes and exploits the consumer buying trend toward Instant Coffee in YOUR market, will be the one to reap the greatest benefit from its growth.

Since the beginning of marketing, those who are first to follow a buying trend are the ones who reap the profits. Insure your place in tomorrow's Instant market—with your own brand of Instant coffee NOW!

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COFFEE PROCESSORS, INC.

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CHICAGO, ILL.

New Orleans coffee men meet in "face-lifted" Board of Trade building

By W. McKENNON

April was "New Orleans Board of Trade" month in the Crescent City, as that venerable institution officially reopened its renovated quarters in the heart of the city's coffee row.

For nearly three quarters of a century, the Board of Trade has played an active part in practically all matters pertaining to the improvement of trade and commerce. It is the traditional meeting place of coffee men, and after the face-lifting, it is expected to become more and more the hub of the city's coffee commerce.

Founded in 1880 as the New Orleans Produce Exchange, this energetic organization has contributed vitality to the growth and development of the community and to the promotion of foreign trade between mid-continent United States and the rest of the world.



W. C. Englisbee

Among the many projects which the board militantly supported were the establishment of the unique Public Belt Railroad, a non-profit and publicly operated terminal switching railway system which today serves 11 miles of public and private wharves and scores of industries and businesses along its 128 miles of track; the Intracoastal Canal, a landlocked waterway over which millions of tons of merchandise is moved annually by barge from Mexico to Florida, intersecting the Mississippi River at New Orleans; and even the digging of the Panama Canal, the plans for which were crystallized under incessant prodding of the board.

These were only three of scores of major projects brought to a successful conclusion by the board. One of the most interesting of these was the formation of the Mississippi Shipping Co. (the Delta Line) by members of a special committee appointed by the Board of Trade to study the virtual monopoly held by foreign flag ships in the transporting of coffee from South America prior to 1920. This committee organized the company among themselves, and today the Delta Line is one of the world's foremost steamship lines.

The neighborhood in which the New Orleans Board of Trade, Ltd., is situated has changed little since the formation of the infant Produce Exchange in 1880. It is still New Orleans' wholesale district and the center of the important green coffee business, which has meant so much to the economy of the city.

Hence, the great, high-domed trading room has al-

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ECUADORS

Unwashed

Washed



Coffee men keep up with quotations on the coffee board in the main trading room of the renovated New Orleans Board of Trade Building. From left: George Gernon, Ashton Lafaye, Eddie Anderson, Louis Arnaud and Dave Katten. Wielding the chalk is John T. Murphy.

ways retained its popularity as a meeting place for produce dealers, coffee brokers and other businessmen who habitually look to the Board of Trade for up-to-the-minute market information.

The quotation boards which line the walls of the huge room list such commodities as coffee, sugar, cotton, cocoa, and grain, along with the major stocks, and members of the Board of Trade assemble daily in the trading room to watch the market trends.

Of special interest is the coffee board, which provides complete information on coffee spots, futures, and foreign markets, and records the movement of coffee afloat to New Orleans and other Gulf ports, reporting the departure of ships from South America and the number of bags in their holds.

The Board of Trade also provides quarters for the Green Coffee Association and publishes weekly statistics on coffee movements as well as a monthly summary of the grain market.

Officers at present are W. C. Englisbee, president; A. C. Cocke, first vice president; C. A. Nehlig, second vice president; and B. C. Pitts, third vice president.

There are 11 living past presidents, whose terms of office go back almost to the turn of the century. These men are E. S. Binnings, Rene F. Clerc, E. T. Colton, A. M. Dardis, C. H. Ellis, C. W. Frank, Sr., W. H. Hickerson, Jr., H. X. Kelly, F. W. Kunz, R. M. Nash and W. D. Roussel.

The past presidents were honored at a special testimonial breakfast on the morning of the reopening ceremonies.

New coffee contract on Exchange will eventually replace S contract

The membership of the New York Coffee & Sugar Exchange approved a new coffee contract yesterday which ultimately will replace the present S contract.

First trades will be possible in the new contract on May 1st, when the May, 1953, position comes on the board.

Each month in the S contract as it is liquidated will be replaced by a corresponding month for 1953 delivery in the new contract until the S is finally liquidated.

The new contract will permit the delivery of strictly soft coffees out of Parana at 100 points discount and out of Angra dos Reis—Rio de Janeiro at 50 points discount.

All trading in the existing S contract will, in any event, terminate April 30th, 1953.

THOUGHTS FOR REALISTS . . .

THINK OF A NUMBER of nationally prominent firms now manufacturing, promoting and marketing the ever-increasing volume of INSTANT COFFEE.

THINK OF ANOTHER NUMBER of prominent regional independent coffee roasters now marketing or soon scheduled to market INSTANT COFFEE.

ADD UP their fiscal power and commercial standing.

CONSIDER their influence on our feeding habits.

**AND WITH THESE FACTS IN FOCUS...
IS IT REALISTIC FOR ROASTERS WHO
DO NOT YET HAVE A SOLUBLE COFFEE
TO DOUBT THAT THEIR COMPETITORS
ARE BACKING A WINNER?**

TO INSURE well established trade marks and a share of this growing modern coffee market, it would appear logical to go along with the new current.

LET US PROCESS YOUR COFFEES INTO SOLUBLE COFFEES

WE OFFER a complete service backed by long unique experience as coffee men and coffee processing technologists supported by a most flexible processing set-up. **UPON REQUEST and WITHOUT OBLIGATION**, we will gladly furnish a complete cost analysis beginning with a range of green coffee prices down to and including delivery to your warehouse.

(Institutions are beginning to change to solubles)

THE HARRISON CO.

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

Soluble Coffee is Coffee Business

Crops and countries

coffee news from producing areas

1952-53 crop in Brazil put at 15,199,500 bags by Jose de Queiroz Telles

The 1952-53 crop in Brazil will probably be 15,199,500 bags, according to a preliminary estimate by Jose de Queiroz Telles, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

"With these figures, still subject to future corrections, I want to give to our American friends an idea of the true position of Brazilian coffee," Mr. Telles commented.

For the 1952-53 season, Mr. Telles, assessor for the Sao Paulo Agriculture Associations, estimates total new trees amounting to 204,977,000. Of these, 77,300,000 are in Eao Paulo, 93,300,000 in Parana, and 14,000,000 in Minas Gerais.

The total number of productive trees during the season is placed by Mr. Telles at 2,093,000,000—1,092,000,000 in Sao Paulo, 250,000,000 in Parana, 430,000,000 in Minas Gerais and 210,000,000 in Espirito Santo.

Average arrobas will run about 26, ranging from a high of 70 in Parana to a low of 14 in Bahia.

As for crop totals, the 15,199,500 will consist of 7,352,000 from Sao Paulo, 4,400,000 from Parana, 1,935,500 from Minas Gerais and 997,500 from Espirito Santo.

Paranaguá coffee shipments up sharply in 1951

Brazil shipped 16,377,983 bags of coffee abroad during 1951, a rise of 1,543,098 over the 1950 total, according to final figures for the year.

The significant factor in these shipments appeared to be the sharp increase in shipments from Paranaguá, port for the new coffee lands of the state of Paraná.

The following table of 1951 coffee exports is from data gathered by DEC:

Ports of Exportation	United States	Other Countries	Ports of Brazil	Total
Santos	5,130,323	5,332,435	1,830	7,464,588
Rio de Janeiro	2,403,998	2,430,298	7,264	4,841,560
Paranaguá	2,524,263	552,605	12,277	3,089,145
Angra dos Reis	296,020	23,850		319,870
Salvador		20,655	34,613	55,268
Recife	9,275	36,508	1,994	47,777
Florianopolis		500		500
Itajai		500		500
	10,505,539	5,852,469	317,528	16,675,536

Brazil ups coffee prices to sterling areas

The price of Rio cup coffee, or those shipped from Victoria, to the sterling area or to European, African and Asiatic countries, must be increased ten per cent, it was reported last month.

The Bank of Brazil is understood to be taking this step in order to make impossible the re-exportation of coffee for dollars from countries which imported the coffee against payment in sterling. The ten per cent price increase extends to all sales of coffee for sterling from all Brazilian ports, the sole exception being on sales to the British Ministry of Food.

The following exceptions to the ten per cent price-increase



FOR A FRESHER, MORE EVEN GRIND

Inquire about the NEW Moorspeed Coffee Mill

Because of a patented feature, construction of the MOORSPEED Coffee Mill prevents preground deposits from remaining in the grinding chamber. This ensures a fresh grind every time.

A New MOORSPEED Mill will increase the grind quality and flavor of your coffee, increase production and decrease maintenance costs.

Inquire about Moore's Corrugation and Roll Maintenance Service

MOORE DRY DOCK COMPANY

Industrial Machinery Division

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rule represent countries with which Brazil maintains compensation agreements: Germany, Austria, Denmark, France, Holland, Italy, Yugoslavia, Japan, Norway, Poland, Sweden and Czechoslovakia. Exports to Trieste may be only made in free dollars.

Brazil later added point to the ten per cent surtax on coffee exports by suspending it—conditional on the presentation of certain documents, including a declaration that customs duties have been paid by the country to which the coffee was originally consigned.

The Divisao da Economia Cafeeira has modified regulations regarding the re-exportation of coffee from Europe to the U. S. by declaring that an agreement has been reached whereby Sweden, Denmark, Holland and Belgium will not be compelled to produce proof that customs duties have been paid.

Such countries, however, must show an importation license number on credit documents.

Summary of Rio and Victoria 1951 coffee exports

A total of 4,842,651 bags of coffee were exported from Rio de Janeiro in 1951, and 856,978 bags from Victoria, according to a summary prepared by Marcellino Martins Filho & Cia. from statistics of DEC and the Centro do Comercio de Cafe do Rio de Janeiro.

The leading Rio exporters were Marcellino Martins Filho & Cia., with 627,270 bags; Jabour Exportadora S/A, 615,421; Anderson Clayton & Cia., 371,512; American Coffee Corp., 322,150; and Mendes de Souza & Cia., 160,154.

The leading Victoria exporters were Mercantil de Cafe Ltda., with 122,521 bags; Marcellino Martins Filho & Cia., 119,219; Hard & Rand, Inc., 102,217; McKinlay S/A, 50,023; and M. Alberto Silva & Cia., 49,581.

Says El Salvador crop is smaller

El Salvador's 1951-52 coffee crop, harvesting of which began early in November, is reported to be much less than the preceding crop. This drop in production is a disappointment, not only to producers and traders but to the entire country, because coffee is El Salvador's main source of income. Almost one-fourth of the country's revenue comes directly from the coffee export tax.

Latest predictions of the Salvadoran coffee crop average from 800,000 to 850,000 bags of 60 kilograms each.

Even if it reaches the latter amount, it will show a decrease of almost 25 per cent from the preceding season's export crop of 1,127,093 bags.

Guatemala's 1951 coffee exports tops in value

In 1951 Guatemala exported 1,073,186 quintals of green coffee valued at \$55,926,129, for an average price of \$52.11 per quintal.

This was the most valuable Guatemala coffee export year in the republic's history.

These statistics were released by the Oficina Central del Cafe, which estimates the 1952 crop at "substantially above" 1951.

Puerto Rico expects to export coffee again

Puerto Rico coffee harvest, an estimated 30,000,000 pounds is encouraging to the island's Department of Agriculture. It represents a 100 per cent increase over the preceding year and about six times the 1930 crop.

500,000

Cups of Coffee per hour

The total output capacity of Nerco-Niro Spray Dryers now being installed for the production of instant coffee powder equals 500,000 cups of coffee per hour.

Nerco-Niro Spray Dryers offer to the producers of coffees and teas the following outstanding features:

1. Gentle drying.
2. Product quality and uniformity.
3. Maximum solids recovery.
4. Low maintenance and labor cost, ease of cleaning.
5. Low consumption of power and heat.

Every industrial Spray Dryer installation is individually engineered.

We have available coffee extraction equipment of our own design.

At right: Large industrial Spray Dryer installation.



Laboratory facilities available for test purposes.

NICHOLS

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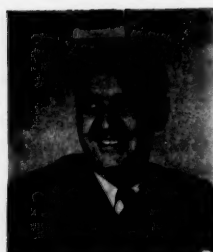
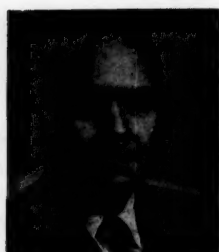
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El Salvador's Augustin Ferreiro (left) chaired PACB's annual board meeting, while Costa Rica's Rodolfo Lara Iraeta was vice chairman.

Brazil's Dr. Walder Lima Sarmanho (left) and Colombia's Andres Uribe, continue on PACB's executive committee for coming year.

PACB board names new executive committee at annual meeting marked by "complete solidarity"

Full and complete agreement was reached on a variety of problems relating to the coffee industry as a whole at the annual meeting of the board of directors of the Pan-American Coffee Bureau, held in New York City last month, Bureau spokesmen reported.

Important amendments to the Bureau's constitution, which will better enable it to carry out its task of coffee promotion and improvement of relations between producer and consumer, were adopted unanimously in an atmosphere of complete solidarity.

Presiding over the meetings were Augustin Ferreiro,

president of the Coffee Association of El Salvador, as chairman, and Rodolfo Lara Iraeta, president of the Coffee Office of Costa Rica, as vice chairman, expressed the united determination of their countries to bend all efforts to improve the quality and the quantity of coffee produced in the interests of the consuming public.

Appointed by the board of directors was a new executive committee which will serve from May 1st, 1952, through April 30th, 1953. Members of the executive committee are Walder Lima Sarmanho, representing Brazil; Andres Uribe, of Colombia; and Roberto Aguilar, of El Salvador, representing his own country and Costa Rica, Cuba, the Dominican Republic, Guatemala, Honduras, Mexico and Venezuela.

Delegates attending the board meeting of the Bureau were Pedro Lunardelli, National Coffee Department of Brazil; Andres Uribe, National Federation of Coffee Growers, Colombia; Rodolfo Lara Iraeta, president of the Coffee

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It will pay you to use these coffees in your blends

FEDERACION CAFETALERA

CENTRO-AMERICA - MEXICO - EL CARIBE

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SAN SALVADOR, EL SALVADOR, C. A.

Office of Costa Rica; Dr. Guillermo Rubiera and Dr. Claudio Benedi, of the Cuban Institute of Coffee Stabilization; Augustin Ferreiro, president of the Coffee Association of El Salvador; Dr. Enrique Lopez Herrarte, of the Central Coffee Office of Guatemala; Juan Rebelledo Clement, president of the National Coffee Commission of Mexico; Dr. Felix W. Bernardino, consul general in New York of the Dominican Republic; and Dr. Martin Perez Matos, of the Ministry of Agriculture of Venezuela.

No practical limit to market for quality coffees in U. S., Aborn tells PACB delegates

Edward Aborn, president of the National Coffee Association, told representatives of coffee-producing countries of Latin America last month that the market for quality coffee in the United States has no practical limit.

Mr. Aborn spoke to the directors of the Pan-American Coffee Bureau, gathered in New York City for their annual meeting.

The increase in population alone would assure a steady increase in tonnage if the present popularity of the beverage was maintained, Mr. Aborn said. "But new fields for expansion of the market are readily available to an industry prepared to take advantage of its potential," he commented.

Proper promotion would easily make iced coffee the leading summertime drink, Mr. Aborn said. This has already been proven by the fact that every dollar which has been spent in that field of promotion has resulted in a profitable increase in consumption. Further, the coffee industry is pointing the way to the rapidly growing coffee-break custom, which in a few years seems certain to match the English tea custom.

"Without any promotion at all, coffee would continue to dominate the American breakfast table, but the extra consumption on which the producers' welfare and the industry's profits depend must come from fields which require steady and persistent promotion," Mr. Aborn emphasized.

Grace Line to continue Colombia-Boston service

The Grace Line reports that it will continue its service from the west coast of Colombia to Boston on the basis of a sailing every six weeks.

It had been rumored in the coffee trade that the service would be discontinued. The rumors are without foundation, it was stated.

Steepolator coffee bag suit now directed against Cup Brew

Modern Coffees, Inc., Boston, Mass., and The Woolson Spice Co., Toledo, Ohio, have now filed a complaint as joint plaintiffs, for declaratory judgment against the Cup Brew Coffee Bag Co., Denver, Colo.

Originally, a complaint had been directed against the Koffy-Pak Corp., Chicago, in the belief that this company, as owner of the patent on Cup Brew Coffee Bags, had not granted a full and complete exclusive license to Cup Brew and was therefore responsible for the acts causing the complaint. A deposition obtained by the plaintiffs' attorneys from the president of Koffy-Pak reasonably satisfied them, however, that the Cup Brew company was the logical defendant, Modern Coffees stated.

The plaintiffs request the court, among other things, for a judgment holding that the Cup Brew patent is invalid and is not infringed by the plaintiffs or their customers, and for an injunction enjoining Cup Brew and its representatives from interfering in any way with the sale of Steepolator Coffee Bags by the Plaintiffs, their customers or their potential customers.

According to Modern Coffees, the action stems from approaches to certain of their Steepolator Coffee Bag customers by Cup Brew representatives who verbally or in writing stated that the Steepolator Bag was an infringement upon the Cup Brew patent.

The plaintiffs allege that Woolson Spice was the recipient of a letter from the Cup Brew Coffee Bag Co. implying liability on their part for selling Steepolator Coffee Bags.

Picture book on Colombia a vivid mirror of life in key coffee producing country

If you have never visited Colombia but would like to, probably the next best thing to an actual trip is an impressive volume just published by Braun & Cia., Paris.

Called "Colombia," the book was sponsored by that country's Banco de la Republica and the Federacion Nacional de Cafeteros.

Although it has 33 pages of background text, the book's richness lies in the 200 superb pictures of all phases of life in Colombia.

Even coffee men who have been in Colombia will find fresh and delightful, for example, the vivid pictures of Bogota or the shots of coffee in flower and in fruit and being picked.

Included in the book is a detailed map of Colombia.

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Direct Connections in Most Coffee Producing Countries

Hundreds of PROFIT SOURCES



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Compiled from a nationwide survey now appearing daily in The N. Y. Journal of Commerce, this 80-page booklet lists and explains hundreds of new money making ideas on the market today—new products and services for you to use, sell, produce or compete with—including names and addresses of sources. Get your copy now. Then keep posted on the additional new developments as they appear each day in the "New Products" column of The N. Y. Journal of Commerce—America's complete daily newspaper.

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CT-1

Dear Sir

LETTERS TO THE EDITOR

Coffee bags and solubles

Dear Sir:

Royal Frew and I appreciated your interest in our recent decision to market our Mello-Cup Coffee in coffee bags under license from the Cup Brew Coffee Bag Co.

We have worked hard for growth, striving to make tomorrow's business better than today's by consistently maintaining the top quality of our product and by constantly improving our facilities and our service. We want the coffee industry to continue to grow and we want to continue to grow. Upon investigation, after reading in your magazine about the Cup Brew Coffee Bag licensing program, we concluded that the coffee industry needs a product which will give consumers an easier way to make a consistently better cup of coffee, and after experimenting and sampling we further concluded that our Mello-Cup Coffee in the Cup Brew Coffee Bags is such a product. Since other aspects of the Cup Brew license were attractive, we did not delay in going after tomorrow's business.

Potential market

It seems apparent to us that the potential market is virtually unlimited for a real coffee which can be made simply, quickly and easily. The instants have certainly not delineated that market because, in our opinion, they offer the convenience at the sacrifice of quality. They are a different beverage than real coffee, and the task of their advertising and promotion is to wean the consuming public away from the traditional and established real coffee flavor to a substitute. Despite the vast sums spent and being spent, the bulk of the consuming public still has the desire for coffee that tastes and smells like real coffee.

A recent survey by a national magazine bears out this conclusion. Not only does it show that a very high percentage of the public has tried but does not like and does not buy the instants, but it also shows that the bulk of those who buy and drink the instants do not like them as well as their regular coffee. Unquestionably, a sizeable portion of soluble purchases are made by people who would rather have a good cup of coffee but are willing to sacrifice flavor and aroma quality for convenience. Similarly, we believe that a sizeable portion of the people who do not drink solubles, want and will buy a convenience coffee which does not sacrifice the quality.

Quality—and convenience

Our Mello-Cup Coffee in Cup Brew bags is, we feel, the answer to the public demand for quality plus convenience. It makes a full-bodied, aromatic flavorful cup of coffee that is not only far superior to the instants, but actually better than most coffee as it is brewed in the home. The simplicity of brewing in the familiar manner, similar to the tea bag, results in a consistently better brew; it eliminates the factors of improper or careless measurement of water and coffee, over and under extraction, and improperly cleaned utensils. Our conviction that we could thus offer a better cup of coffee has been borne out by sampling and by consumer reaction.

Wassan Bros. Co.
Seattle, Wash.

Allen Rotman, Vice President

Alciati head Moore Dry Dock's industrial machinery division

Charles J. Alciati has been promoted to manager of the industrial machinery division of the Moore Dry Dock Co., it has been announced by James R. Moore, vice president of the firm.

Mr. Alciati, who has been with Moore Dry Dock for ten years, held the position of assistant director of the systems and methods department for two years, and has been assistant manager of Moore's industrial machinery division for eight years.

In addition to his experience with Moore Dry Dock, Mr. Alciati was sent to coffee plantations in Costa Rica on behalf of Otis McAllister, one of the world's largest coffee importers, where he stayed for a month experimenting with artificial drying techniques on green coffee.

A. G. ("Spud") Hardy now has charge of the newly formed sales promotion and production department, Mr. Moore announced. Mr. Hardy is a graduate of Stanford University, where he majored in business management and economics. He has been with Moore Dry Dock for nine years.

Dan W. Beatty has been selected to supervise all engineering and estimating for the division, Mr. Moore added. Mr. Beatty has been with Moore Dry Dock since 1947, working with production control, engineering, estimating, field engineering and field supervision.

Claims new product, added to roasted coffee, brings out and holds flavor

A new product which can be added to roasted and ground coffee to bring out the flavor of the coffee is claimed by Dr. Walt Phillips, of the Phillips Scientific Laboratories, North Arlington, N. J.

The product is added to roasted and ground coffee at the rate of one drop per pound, Dr. Phillips stated. The ingredient not only brings out the flavor but holds it, makes it smooth in taste and leaves a back taste in the mouth, according to Dr. Phillips.

The product can also be used in the manufacture of coffee concentrates, Dr. Phillips added. The amount required is based on the actual coffee content, he explained.

The product is available on a royalty basis, he said.

How much grocery shelf space for coffee, tea, spices, extracts?

How much shelf space in the grocery should be devoted to coffee, tea and spices?

The answer depends on potential sales volume, points out W. H. Longenbaker, director of IGA's engineering division, in "The IGA Grocergram."

Grouping coffee and tea together, Mr. Longenbaker makes these recommendations on the approximate ratio of capacity-line lineal shelf footage to weekly store sales, for five-tier shelving: Capacity 150 feet, weekly store sales up to \$5,000—about six feet; capacity 225 feet, weekly sales \$5,000 to \$8,000—eight feet plus end counter; capacity 300 feet, weekly sales \$8,000 to \$12,000—ten feet, plus end counter.

For spices and extracts together, the recommended footage in a specially fitted rack for each of the store categories is three feet, five feet and eight feet.

MAY, 1952

HARD & RAND

INCORPORATED

Established 1875

**Importers
of
Green Coffees**

**107 WALL STREET
NEW YORK**

Members:

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KNOW THIS?

Did you know that the aromatic, appetizing oils in coffee comprise less than one fifth of its total components? Interesting too is the fact the elements in Muller's good chicory parallel the remaining four-fifths . . . one of the many reasons why coffee and chicory blend so harmoniously.

E. B. MULLER & CO.

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Factories in Michigan

**THERE'S A
DIFFERENCE
IN TEA—**

**AND
TENDER LEAF
BRAND
PROVES IT!**



**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED

Marketing

advertising . . . merchandising . . . promotion

Says effect of radio ads on coffee sales can be measured inexpensively

The effectiveness of radio advertising in promoting the sales of coffee—or other products—can be measured with reasonable accuracy and at a relatively low cost, according to the results of an experimental study at Alfred University, Alfred, N. Y.

Five seniors at the college, working under the direction of Professor Henry C. Langer, Jr., head of the business and economics department, conducted personal interviews with 980 people in the Alfred area and concluded that:

1. It is possible to plot the profitability of the increase in sales against the cost of the advertising.
2. The method employed is suitable for use by the small station and the small advertiser.

The students classified the respondents into three groups—listeners, occasional listeners and non-listeners. Five specific types of information were requested, two unaided and three aided.

The results were as follows. The percentages are for listeners, occasional listeners and non-listeners, in that order:

Used coffee advertised: 13 per cent, 7 per cent, 7 per cent.

Used chain store brand: 21 per cent, 10 per cent, 27 per cent.

Used food brand advertised: 57 per cent, 42 per cent, 32 per cent.

Sometimes used advertised brand: 21 per cent, 31 per cent, 26 per cent.

Save labels for premiums: 57 per cent, 27 per cent, 22 per cent.

In every instance, with one exception, listeners purchased more radio-advertised brands than non-listeners, to the extent that the interviewers suggest listeners are roughly twice as valuable as non-listeners to the radio advertiser.

Scott to manage Omaha district for General Foods

William T. Scott has been appointed Omaha district manager by General Foods.

Mr. Scott's first position was with the Cheek-Neal Coffee Co., predecessor to the Maxwell House division of General Foods. He joined Cheek-Neal in 1926 as a retail and jobbing salesman. He later served General Foods in the Cincinnati district, where he was successively special coffee and tea salesman, institution salesman, retail assistant and institution sales supervisor.

He served as assistant district manager in Jacksonville, Fla., from February, 1946, to November, 1946; in Omaha, from November, 1946, to January, 1950, and in Chicago from January, 1950, to January, 1951. Until his latest appointment, he was acting as regional planning manager in the central region office.

He was formerly brand manager for Lipton soup mixes.

Orchids boost coffee sales

Orchids were used recently to promote sales of Maryland Club Coffee.

In one promotion, in Sherman, Texas, the orchids were distributed by special demonstrators in virtually all the major outlets in the town. A double orchid corsage was given to each purchaser of the coffee, as long as the flowers were available.

The orchids were flown directly from Hawaii for the promotion.

Coffee slogans

Here are more coffee slogans used in current or recent advertising by packers:

"Coffee is just a bean . . . but Stewarts Private Blend is an art!"—Stewarts Private Blend Coffee.

New coffee flavor, made from fresh roasted beans, introduced by Cott

A new coffee flavor derived from freshly roasted coffee beans and said to insure complete flavor stability indefinitely has been announced by the Cott Beverage Corp., New Haven, Conn.

(This development is another indication that coffee flavor, especially for soft drinks, is on the rise. See: "Is coffee soda breaking through at last?", on Page 15 of the January, 1951, issue of Coffee & Tea Industries, formerly The Spice Mill.)

The firm claims that this is the first true coffee flavor to be developed. The process, which is secret, has been made possible by newly-developed equipment, it was explained.

Cott points out that the new flavor has proved successful wherever it has been used. The flavor can be used in soft drinks, ice cream, candy and other confections.

Coffee Time flavoring syrup joins carbonated beverage

"Coffee Time" syrup, a coffee flavoring, is being launched in the Boston area, reports Rudy Vallee, executive vice president of Coffee Time Products of America, Inc.

The syrup is a companion item to a carbonated beverage bearing the same name. (See: "Is coffee soda breaking through at last?", Page 15, January, 1952, issue of Coffee & Tea Industries.)

Coffee ranked as Mexico's second best export item

Estimated income by Mexico from coffee exports this season, based upon expected price hikes, is conservative, the Bank said, explaining that from January to September the value of the exports was 317,000,000 pesos and the volume 41,000,000 kilograms. Coffee is Mexico's second best export item, ranking next to cotton and ahead of zinc, copper, silver and fresh fish, the Bank revealed.

Swiss coffee imports from West Africa

Since the prewar years, West Africa has become a much more important source of coffee to this market. In the 1934-38 years, West Africa contributed only 2.8 per cent (7,350 bags) of Switzerland's coffee imports. In 1951 West Africa's share was 15 per cent (almost 50,000 bags).

MAY, 1952

BYRNE, DELAY & CO.

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Coffee

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in Producing Countries**

Specializing in:

**BRAZILS
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Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

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17 Battery Place

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GRACE LINE

Serves the Coffee Trade with a Fast, Modern Fleet of American-Flag Freight and Passenger Vessels on Regular Itineraries from the Coffee Ports of

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VENEZUELA
ECUADOR
PERU**

and West Coast of

CENTRAL AMERICA
to

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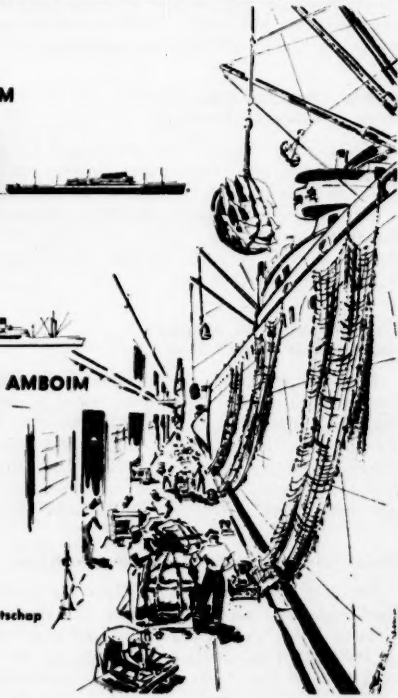
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Rua 15 de Novembro 174-178
LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.
MATADI:
Nieuwe Afrikaansche Handels Vereniging



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
MI—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
5/21	Citl Nomad	Grace	LA6/1 SF6/4 Se6/9
5/24	Mama	UFruit	Cristobal ¹ 6/2
6/9	Gunners Knot	Grace	LA6/25 SF6/28 Se7/4

SAILS	SHIP	LINE	DUE
ACAPULCO			
5/11	Anchor Hitch	Grace	Cristobal ¹ 5/25
5/28	Citl Avmtur	Grace	Cristobal ¹ 6/11

SAILS	SHIP	LINE	DUE
AMAPALA			
5/10	Gunners Knot	Grace	Cristobal ¹ 5/19
5/14	Cubahama	UFruit	Cristobal ¹ 5/19
5/16	Anchor Hitch	Grace	Cristobal ¹ 5/25
5/18	Citl Nomad	Grace	LA6/1 SF6/4 Se6/9
6/2	Citl Avmtur	Grace	Cristobal ¹ 6/11
6/2	Cubahama	UFruit	Cristobal ¹ 6/5
6/6	Gunners Knot	Grace	LA6/25 SF6/28 Se7/4

SAILS	SHIP	LINE	DUE
ANGRA DOS REIS			
5/29	Forester	PAB	LA6/24 SF6/27 V47/1 Se7/2 Po7/6
6/6	Ravnager	Wes-Lar	LA7/2 SF7/5 Po7/10 Se7/13 V47/14

SAILS	SHIP	LINE	DUE
BARRANQUILLA			
5/10	La Coubre	Independence	LA66 SF6/9 Po6/13 Se6/15 Va6/16
5/10	Bogota	Granco	Ho5/28 Ga6/4 N06/7
5/13	Cape Ann	UFruit	NY5/25
5/13	Inger Skou	UFruit	N05/26
5/14	Santa-Sofia	Grace	NY5/19
5/17	Rio Orinoco	Granco	NY5/24

MAY, 1952

SAILS	SHIP	LINE	DUE
COFFEE BERTHS			
5/20	Cape Avinol	UFruit	NY6/1
5/22	Santa Clara	Grace	NY5/27
5/24	Lovdal	Granco	NY5/31
5/25	Gunners Knot	Grace	LA6/25 SF6/28 Se7/4
5/26	Soldier	Granco	MI6/10
5/27	Cape Cod	UFruit	NY6/8
5/28	Santa Clara	Grace	NY6/2
6/3	Maracibo	Granco	NY6/10
6/3	Cape Cmlrind	UFruit	NY6/15
6/3	Levers Bend	UFruit	N06/16
6/5	Santa Sofia	Grace	NY6/10
6/10	Cape Ann	UFruit	NY6/22
6/17	Cape Avinol	UFruit	NY6/29
6/17	Fiador Knot	UFruit	N06/30

SAILS	SHIP	LINE	DUE
BARRIOS			
5/10	Mayari	UFruit	N05/18
5/11	Mabella	UFruit	NY5/18
5/17	San Benito	UFruit	Ho5/21 N05/25
5/18	Byfjord	UFruit	NY5/25
5/25	Matura	UFruit	NY6/1
5/31	Darien	UFruit	Ho6/4 N06/8
6/7	Mayari	UFruit	Ho6/11 N06/15
6/8	Mabella	UFruit	NY6/15
6/14	San Benito	UFruit	Ho6/18 N06/22
6/15	Byfjord	UFruit	NY6/22
6/22	Matura	UFruit	NY6/29
6/29	Mabella	UFruit	NY7/6

SAILS	SHIP	LINE	DUE
BUENAVENTURA			
5/13	Santa Ines	Grace	NY5/22 Ba5/26
5/14	Quito	Granco	NY5/22
5/19	Santa Eliana	Grace	LA5/30 SF6/1 Se6/8

NOPAL LINE

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The Northern Pan-American Line, A/S

OSLO

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New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

Fine coffee grown in Brazil should be transported by coffee cargo specialists... That explains why most shippers to America's west coast call on Pacific-Argentine-Brazil Line.

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PACIFIC-ARGENTINE-BRAZIL LINE, INC.
POPE & TALBOT, INC.
AGENTS

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LINES

PACIFIC-ARGENTINE-BRAZIL LINE
PACIFIC WEST INDIES - PUERTO RICO
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

SAILS	SHIP	LINE	DUE
5/20	Ecuador	Granco	No5/29 Ga5/30 N06/1
5/22	Norse Captain	Granco	NY6/1
5/24	Medellin	Granco	NY6/1
5/27	Santa Olivia	Graco	NY6/3
5/29	Flynderberg	Granco	No6/10 Ga6/12 N06/15
6/3	Santa Leonor	Graco	LA6/11 SF6/13 Se6/20
6/11	Barquisimeto	Granco	NY6/21
6/11	Santa Juana	Graco	LA6/19 SF6/21 Se6/28
6/13	Santa Rita	Graco	NY6/20 No6/22
7/8	Santa Ines	Graco	NY7/15 Ba7/15

CARTAGENA

5/12	Talamanca	UFruit	NY5/19
5/13	Rio Orinoco	Granco	NY5/24
5/14	Inger Skou	UFruit	N05/26
5/17	Santa Rosa	Graco	NY5/21
5/19	Veragua	UFruit	NY5/26
5/20	Lovdal	Granco	NY5/31
5/24	Santa Paula	Graco	NY5/28
5/26	Jamaica	UFruit	NY6/2
5/28	Svalder	Granco	M16/10
5/31	Maracaibo	Granco	NY6/10
5/31	Santa Rosa	Graco	NY6/4
6/2	Talamanca	UFruit	NY6/9
6/4	Levers Bend	UFruit	N06/16
6/7	Santa Paula	Graco	NY6/11
6/9	Veragua	UFruit	NY6/16
6/16	Jamaica	UFruit	NY6/23
6/18	Fiador Knot	UFruit	N06/30
6/23	Talamanca	UFruit	NY6/30

CHAMPERICO

5/24	Cstl Nomad	Graco	LA6/1 SF6/4 Se6/9
6/12	Gunnors Knot	Graco	LA6/25 SF6/28 Se7/4

CORINTO

5/13	Gunnors Knot	Graco	Cristobal ¹ 5/19
5/16	Cubahama	UFruit	Cristobal ² 5/19
5/17	Cstl Nomad	Graco	LA6/1 SF6/4 Se6/9
5/19	Anchor Hitch	Graco	Cristobal ¹ 5/25
5/25	Canche	Independence	LA6/6 SF6/9 Po6/14 Se6/16 Va6/17
5/28	La Coubre	Independence	LA6/6 SF6/9 Po6/13 Se6/15 Va6/16
5/30	Marna	UFruit	Cristobal ² 6/2
6/3	La Heve	Independence	LA6/12 SF6/15 Po6/19 Se6/21 Va6/22
6/5	Gunnors Knot	Graco	LA6/25 SF6/28 Se7/4
6/5	Cstl Avnturer	Graco	Cristobal ¹ 6/11

CRISTOBAL

5/12	Cape Cmrind	UFruit	NY5/19
5/16	Quito	Granco	NY5/22
5/17	Inger Skou	UFruit	N05/26
5/19	Cape Ann	UFruit	NY5/25
5/22	Ecuador	Granco	No5/29 Ga5/30 N06/1
5/24	Norse Captain	Granco	NY6/1
5/26	Medellin	Granco	NY6/1
5/26	Cape Avinof	UFruit	NY6/1
6/2	Cape Cod	UFruit	NY6/8
6/4	Flynderberg	Granco	No6/10 Ga6/12 N06/15
6/7	Levers Bend	UFruit	N06/16
6/9	Cape Cmrind	UFruit	NY6/15
6/13	Barquisimeto	Granco	NY6/21
6/16	Cape Ann	UFruit	NY6/22
6/21	Fiador Knot	UFruit	N06/30
6/23	Cape Avinof	UFruit	NY6/29

DURBAN

5/20	Reuben Tipton	Lykes	Gulf 6/26
6/8	Charlotte Lykes	Lykes	Gulf 7/8
6/12	Virginia Lykes	Lykes	Gulf 7/20
6/13	Billiton	JavPac	LA8/6
7/11	Lombok	JavPac	LA9/1
8/1	Silverwave	JavPac	LA9/24

DAR es SALAAM

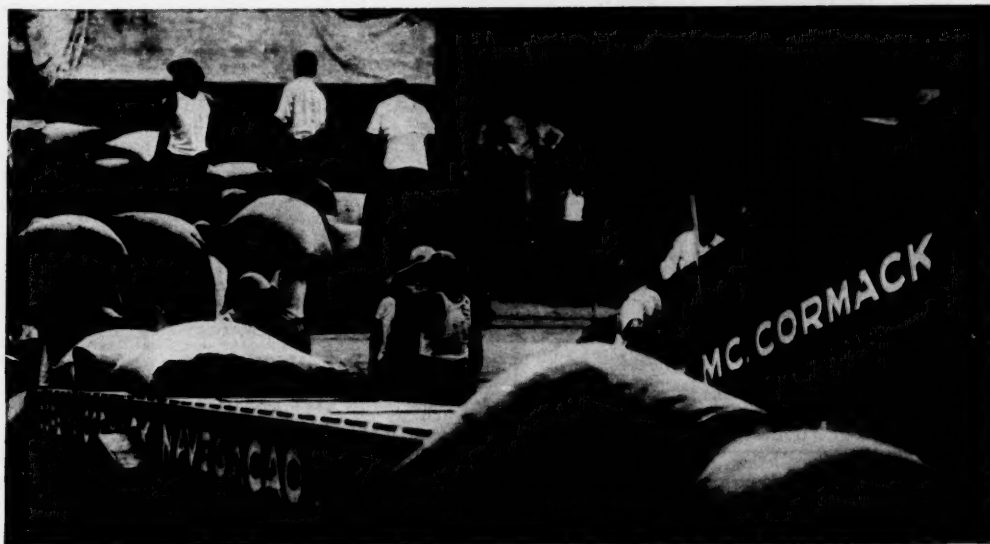
6/1	Afr Rainbow	Farrell	NY7/23
6/19	Afr Moon	Farrell	NY8/11

EL SALVADOR

5/14	Stromboli	Italian	LA5/23 SF5/26 Va5/31 Se6/5 Po6/8
5/25	Chili	French	LA6/4 SF6/8 Va6/13 Se6/18 Po6/20

COFFEE & TEA INDUSTRIES and The Flavor Field

YES, they know us well in SANTOS



With these dock crews . . . with the warehouse men and agents . . . with the tasters and brokers . . . throughout the great coffee industry of Brazil the name of Moore-McCormack is as familiar as coffee itself. Hardly a day goes by that doesn't find a Moore-McCormack ship loading at the Santos docks.

Coffee is important to Moore-McCormack Lines. The great passenger ships of the Good Neighbor Fleet . . . our big super-speed C-3 cargo liners . . . our modern freighters . . . all share in the responsibility of keeping coffee moving to meet the demands of the North American market.

We have spared no effort to maintain efficient and dependable service; we shall continue to devote our energies to the maintenance of such service.

MOORE-McCORMACK
Lines

5 Broadway

New York 4

Offices in principal cities of the world

SAILS	SHIP	LINE	DUE
5/27	Cancbe	Independence	LA6/6 SF6/9 Po6/14 Se6/16 Va6/17
5/30	La Coubre	Independence	LA6/6 SF6/9 Po6/13 Se6/15 Va6/16
6/5	La Hve	Independence	LA6/12 SF6/15 Po6/19 Se6/21 Va6/22

GUATEMALA

5/15	Stromboli	Italian	LA5/23 SF5/26 Va5/31 Se6/5 Po6/8
5/28	Cancbe	Independence	LA6/6 SF6/9 Po6/14 Se6/16 Va6/17
5/29	Chili	French	LA6/4 SF6/8 Va6/13 Se6/18 Po6/20
5/31	La Coubre	Independence	LA6/6 SF6/9 Po6/13 Se5/15 Va6/16
6/6	La Hve	Independence	LA6/12 SF6/15 Po6/19 Se6/21 Va6/22

GUAYAQUIL

5/11	Quito	Granco	NY5/22
5/15	Santa Eliana	Granco	LA5/30 SF6/1 Se6/8
5/16	Ecuador	Granco	Mo5/29 Ga5/30 N06/1
5/21	Medellin	Granco	NY6/1
6/7	Santa Juana	Granco	LA6/19 SF6/21 Se6/28
6/8	Barquisimeto	Granco	NY6/21

LA GUAIR

5/15	Santa Rosa	Granco	NY5/21
5/22	Santa Paula	Granco	NY5/28
5/29	Santa Rosa	Granco	NY6/4
6/5	Santa Paula	Granco	NY6/11

LIMON

5/16	Matura	UFruit	NY5/25
5/20	Inger Skou	UFruit	N05/26
5/23	Mabella	UFruit	NY6/1
5/30	Ryfsord	UFruit	NY6/8
6/6	Cape Embrind	UFruit	NY6/15
6/10	Levers Bend	UFruit	N06/16
6/13	Cape Ann	UFruit	NY6/22
6/20	Cape Arisof	UFruit	NY6/29
6/24	Flader Knot	UFruit	N06/30

LA LIBERTAD

5/15	Anchor Hitch	Graco	Cristobal 5/25
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SAILS	SHIP	LINE	DUE
5/21	Citi Nomad	Graco	LA6/1 SF6/4 Se6/9
5/26	Mama	UFruit	Cristobal 6/2
6/1	Citi Aventur	Graco	Cristobal 6/11
6/8	Gunnars Knot	Graco	LA6/25 SF6/28 Se7/4

LA UNION

5/11	Gunnars Knot	Graco	Cristobal 5/19
5/17	Anchor Hitch	Graco	Cristobal 5/25
5/19	Citi Nomad	Graco	LA6/1 SF6/4 Se6/9
5/28	Mama	UFruit	Cristobal 6/2
6/3	Citi Aventur	Graco	Cristobal 6/11
6/7	Gunnars Knot	Graco	LA6/25 SF6/28 Se7/4

LOBITO

5/15	Cape Roman	Delta	N06/15
5/19	Del Sol	Delta	N06/19
5/21	Afr Grove	Farrell	NY6/28
6/11	Del Campo	Delta	N07/10
6/28	Afr Patriot	Farrell	NY7/20
6/29	Ferngulf	Am-W Afr	NY7/31
7/2	Afr Pilgrim	Farrell	NY8/9

LOURENCO MARQUES

5/24	Reuben Tipton	Lykes	Gulf 6/26
6/8	Charlotte Lykes	Lykes	Gulf 7/8
6/17	Stella Lykes	Lykes	Gulf 7/20
6/18	Billion	JavPac	LA8/6
6/26	Leslie Lykes	Lykes	
7/14	Lombok	JavPac	LA9/1
8/6	Silverwave	JavPac	LA9/24

LUANDA

5/16	Afr Grove	Farrell	NY6/28
5/16	Del Sol	Delta	N06/19
6/8	Del Campo	Delta	N07/10
6/24	Ferngulf	Am-W Afr	NY7/31
6/27	Afr Pilgrim	Farrell	NY8/9
7/2	Afr Patriot	Farrell	NY7/20

SOME LIKE IT HOT . . . SOME LIKE IT COLD . . .

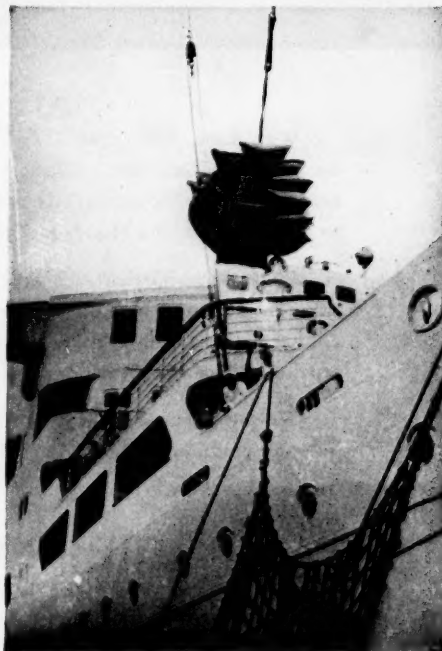
BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS

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SAILS SHIP LINE DUE

MARACAIBO

5/10	Rio Orinoco	Granco	NY5/24
5/11	Santa Sofia	Grace	NY5/19
5/14	La Coultre	Independence	LA6/6 SF6/9 Po6/13 Se6/15 Va6/16
5/17	Lovdal	Granco	NY5/31
5/20	Santa Clara	Grace	NY5/27
5/21	Svalder	Granco	MI6/10
5/25	Santa Monica	Grace	NY6/2
5/27	Gunnors Knot	Grace	LA6/25 SF6/28 Se7/4
5/29	Maracaibo	Granco	NY6/10
6/3	Santa Sofia	Grace	NY6/10
6/8	Santa Clara	Grace	NY6/16

MATADI

5/13	Afr Sun	Farrell	NY6/27
6/2	Del Campo	Delta	N07/10
6/4	Tatra	Am-W Afr	NY6/30
6/22	Ferrugli	Am-W Afr	NY7/31
6/23	Afr Patriot	Farrell	NY7/20
6/24	Afr Pilgrim	Farrell	NY8/9
6/25	Tortugas	Am-W Afr	NY7/31

MOMBASA

5/13	Afr Sun	Farrell	NY6/27
6/15	Afr Rainbow	Farrell	NY7/23
6/25	Stella Lykes	Lykes	Gulf 7/20
7/3	Afr Moon	Farrell	NY8/11

PARANAGUA

5/10	Bowgran	IFC	NY5/30 Pa6/3 Ba6/4 Bo6/6 MI6/10
5/12	Lia	Brodin	Ba5/28 NY5/29 Bo6/1 Pa6/3
5/13	Mormac	LA6/12 SF6/14 Va6/18 Se6/21 Po6/23	
5/13	Venezuela	Lloyd	NY6/2
5/14	Lancero	Dodero	N06/5 Ho6/10
5/19	Del Valle	Delta	N06/10 Ho6/15
5/23	Paragui	Lloyd	NY6/11
5/25	Uruguay	Lloyd	N06/15 Ho6/21
5/27	Forester	PAB	LA6/24 SF6/27 Va7/1 Se7/2 Po7/6
6/1	Sygnia	SCross	NY6/23 Bo6/26 Pa6/28 Ba6/30
6/1	Mormac	Mormac	Ba6/18 Pa6/20 NY6/22
6/1	Ravanger	Wes-Lar	LA7/5 SF7/5 Po7/10 Se7/13 Va7/14
6/1	Del Viento	Delta	N06/23 Ho6/28
6/3	Cuba	Lloyd	NY6/22
6/5	Sagoland	Brodin	Ba6/22 NY6/23 Bo6/25 Pa6/27
6/8	Mormac	Mormac	LA7/3 SF7/7 Se7/10 Va7/12 Po7/15
7/9	Trader	PAB	LA8/6 SF8/9 Va8/14 Se8/15 Po8/19

PORT SWETTENHAM

5/17	Garfield	Am-Pres	NY6/24
5/17	Harrison	Am-Pres	NY7/3
5/23	Fernbay	Barb-Fm	USA6/28
5/24	Schuyler O. Bland	Am-Pres	NY7/13
5/28	Chastine Mink	Maersk	NY7/15
6/3	Buchanan	Am-Pres	NY7/24
6/9	Leoville	Barb-Fm	USA7/15
6/19	Harding	Am-Pres	NY8/5
6/23	Bonneville	Barb-Fm	USA7/29
6/27	Anch Victory	Am-Pres	NY8/22
6/30	Van Buren	Am-Pres	NY8/16
7/22	Poli	Am-Pres	NY9/8

PUERTO CABELLO

5/14	Santa Clara	Grace	NY5/27
5/21	Santa Monica	Grace	NY6/2
5/28	Santa Sofia	Grace	NY6/10
6/4	Santa Clara	Grace	NY6/16

PUNTARENUS

5/11	Stromboli	Italian	LA5/23 SF5/26 Va5/31 Se6/5 Pa6/8
5/11	Cubahama	UFruit	Cristobal 5/19
5/15	Citi Nomad	Grace	LA6/1 SF6/4 Se6/9
5/16	Gunnors Knot	Grace	Cristobal 5/19
5/17	Marna	UFruit	Cristobal 6/2
5/22	Anchor Hitch	Grace	Cristobal 5/25
5/24	Canche	Independence	LA6/6 SF6/9 Po6/14 Se6/16 Va6/17
5/27	La Coultre	Independence	LA6/6 SF6/9 Po6/13 Se6/15 Va6/16
5/30	Cubahama	UFruit	Cristobal 6/5
6/2	La Heve	Independence	LA6/12 SF6/15 Po6/19 Se6/21 Va6/22
6/4	Gunnors Knot	Grace	LA6/25 SF6/28 Se7/4
6/8	Citi Amstar	Grace	Cristobal 6/11

MAY, 1952



SHIP VIA GSA

★ AMERICAN FLAG SERVICE ★
TO THE WEST COAST OF SOUTH AMERICA

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to United States markets . . .
rely on

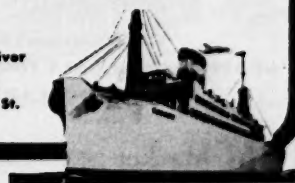
UNITED FRUIT COMPANY STEAMSHIP SERVICE

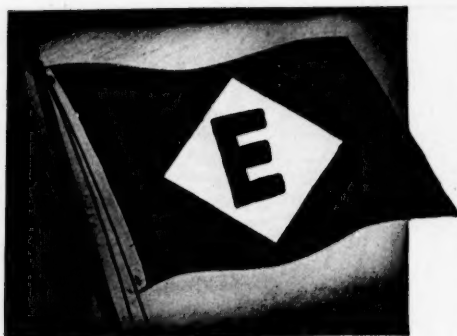
Regular Sailings between

GUATEMALA	NICARAGUA
EL SALVADOR	COSTA RICA
HONDURAS	COLOMBIA

and NEW YORK · NEW ORLEANS · HOUSTON
and other U. S. ports

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NEW ORLEANS:
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MEDITERRANEAN

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MALZONI & CO., LTD.

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SANTOS - BRAZIL

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OTIS, McALLISTER CO.

ORTEGA AND EMIGH, INC.

Coffee Importers

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COLOMBIA-SANTOS

GUATEMALA-EL SALVADOR-COSTA RICA

MEXICO-NICARAGUA

461 Market St. San Francisco

SAILS SHIP LINE DUE

RIO de JANEIRO

5/10	Mormacdam	Mormac	Jx3/23	Bo5/27	NY5/29	Pa6/2	Ba6/4
5/10	Alphacca	Hol-Int	NY5/26	Bo5/29	NY5/31	Ba6/2	Pa6/3
5/12	Del Aires	Delta	N05/29	Ho6/3			
5/12	Campero	Dodero	NY5/28	Bo5/31	Pa6/2	Ba6/3	
5/14	Argentina	Mormac	NY5/26				
5/14	Rio de La Plata	ArgState	NY5/26				
5/14	Del Norte	Delta	N05/28				
5/15	Lia	Brodin	Ba5/28	NY5/29	Bo6/1	Pa6/3	
5/18	Lancero	Dodero	N06/5	Ho6/10			
5/19	Venezuela	Lloyd	NY6/2				
5/24	Del Valle	Delta	N06/10	Ho6/15			
5/27	Mormacrey	Mormac	LA7/3	SF7/7	Se7/10	Va7/12	Po7/15
5/28	Brazil	Mormac	NY6/9				
5/28	Del Sud	Delta	N06/11				
5/28	Rio Turuyan	ArgState	NY6/9				
5/29	Paraguay	Lloyd	NY6/11				
5/29	Uruguay	Lloyd	N06/15	Ho6/21			
5/30	Alwaki	Hol-Int	NY6/15	Bo6/18	HR6/21	Ba6/22	Pa6/24
5/31	Bowmonte	IFC	NY6/16	Pa6/20	Ba6/21	Bo6/23	Mi6/27
6/5	Forester	PAB	LA6/24	SF6/27	Va7/1	Se7/2	Po7/6
6/6	Del Viento	Delta	N06/23	Ho6/28			
6/7	Syona	SCross	NY6/23	Bo6/26	Pa6/28	Ba6/30	
6/8	Ravnanger	Wes-Lar	LA7/2	SF7/5	Po7/10	Se7/13	Va7/14
6/9	Cuba	Lloyd	NY6/22				
6/11	Uruguay	Mormac	NY6/23				
7/18	Trader	PAB	LA8/6	SF8/9	Va8/14	Se8/15	Po8/9

SAN JOSE

5/14	Anchor Hitch	Grace	Cristobal'	5/25
5/23	Csti Nomad	Grace	LA6/1	SF6/4
5/31	Csti Avnturer	Grace	Cristobal'	6/11
6/11	Gummers Knot	Grace	LA6/25	SF6/28

SANTOS

5/10	Campero	Dodero	NY5/28	Bo5/31	Pa6/2	Ba6/3
5/10	Del Aires	Delta	N05/29	Ho6/3		
5/11	Mormacdam	Mormac	LA6/12	SF6/14	Va6/18	Se6/21
5/12	Rio de Plata	ArgState	NY5/26			
5/13	Argentina	Mormac	NY5/26			
5/13	Mormacsurf	Mormac	Ba5/29	Pa5/30	NY6/1	
5/13	Del Norte	Delta	N05/28			
5/14	Lia	Brodin	Ba5/28	NY5/29	Ba6/1	Pa6/3
5/15	Bowgran	IFC	NY5/30	Pa6/3	Ba6/4	Bo6/6
5/16	Lancero	Dodero	N06/5	Ho6/10		
5/18	Venezuela	Lloyd	NY6/2			
5/19	Mormacstar	Mormac	Nf6/2	Ba6/3	Pa6/5	NY6/7
5/22	Del Valle	Delta	N06/10	Ho6/15		
5/26	Brazil	Mormac	NY6/9			
5/26	Rio Turuyan	ArgState	NY6/9			
5/27	Del Sud	Delta	N06/11			
5/28	Alwaki	Hol-Int	NY6/15	Bo6/18	HR6/21	Ba6/22
5/28	Mormacrio	Mormac	NY6/10	Bo6/13	Pa6/15	Ba6/17
5/28	Paraguay	Lloyd	NY6/11			
5/29	Bowmonte	IFC	NY6/16	Pa6/20	Ba6/21	Bo6/23
5/29	Uruguay	Lloyd	N06/15	Ho6/21		
6/2	Del Viento	Delta	N06/23	Ho6/28		
6/2	Forester	PAB	LA6/24	SF6/27	Va7/1	Se7/2
6/4	Mormacsaga	Mormac	Jx6/18	Ba6/21	Pa6/23	NY6/25
6/5	Ravnanger	Wes-Lar	LA7/2	SF7/5	Po7/10	Se7/13
6/5	Syona	SCross	NY6/23	Bo6/26	Pa6/28	Ba6/30
6/6	Mormacrey	Mormac	LA7/3	SF7/7	Se7/10	Va7/12
6/7	Sageland	Brodin	Ba6/22	NY6/23	Bo6/25	Pa6/27
6/8	Cuba	Lloyd	NY6/22			
6/9	Uruguay	Mormac	NY6/23			
7/15	Trader	PAB	LA8/6	SF8/9	Va8/14	Se8/15

TAMPICO

5/30	Danahelm	Swed-Am	Mi6/12
6/19	Tunahelm	Swed-Am	Mi7/8
7/20	Danahelm	Swed-Am	Mi8/2

VERA CRUZ

5/27	Danahelm	Swed-Am	Mi6/12
6/16	Tunahelm	Swed-Am	Mi7/8
7/17	Danahelm	Swed-Am	Mi8/2

VICTORIA

5/11	Mexico	Lloyd	N05/25	Ho5/31
5/12	Alphacca	Hol-Int	NY5/26	Bo5/29

SAILS	SHIP	LINE	DUE
5/14	Del Aires	Delta	N05/29 No6/3
5/26	Del Valle	Delta	N06/10 No6/15
6/1	Uruguay	Lloyd	N06/15 No6/21
6/1	Alwakai	Mo-I Int	NY6/15 No6/18 HR6/21 Ba6/22 Pa6/24
6/8	Del Viento	Delta	N06/23 No6/28

TEA BERTHS

CALCUTTA

5/10	Explorer	Am-Exp	Bo NY Pa Ba Nf
6/8	Sarangani	JavPac	SF7/12 La7/17 Po8/2 Va8/6 Se8/9
7/8	Silverspray	JavPac	SF8/11 La8/16 Po9/2 Se9/9
8/8	Vettevreden	JavPac	SF9/11 LA9/16 Po10/3 Va10/7 Se10/10

COCHIN

5/11	Oluf Mnsk	Maersk	NY6/16
6/9	Chastline Mnsk	Maersk	NY7/15

COLOMBO

5/11	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
5/13	Monroe	Am-Pres	NY6/21
5/14	Explorer	Am-Exp	Bo NY Pa Ba Nf
5/19	Fernhill	Barb-Fm	USA6/16
5/25	Utrecht	JavPac	LA7/1 SF7/6 Fo7/13 Va7/16 Se7/25
5/26	Harrison	Am-Pres	NY7/3
6/2	Fernboy	Barb-Fm	USA6/28
6/2	Schuyler D. Bland	Am-Pres	NY7/13
6/7	Chastline Mnsk	Maersk	NY7/15
6/15	Buchanan	Am-Pres	NY7/24
6/19	Leville	Barb-Fm	USA7/15
6/21	Arthur	Am-Pres	NY8/28
6/25	Lauak	JavPac	LA8/1 SF8/6 Po8/13 Va8/16 Se8/25
6/28	Harding	Am-Pres	NY8/5
7/3	Bonneville	Barb-Fm	USA7/29
7/9	Van Buren	Am-Pres	NY8/16
7/25	Silvercrest	JavPac	LA9/1 SF9/6 Po9/13 Va9/16 Se9/25
7/31	Polk	Am-Pres	NY9/8

HONG KONG

5/17	Lexa Mnsk	Maersk	NY7/2
5/18	Lake	Pioneer	NY7/3
5/19	Buchanan	Am-Pres	NY7/24
5/22	Tide	Pioneer	NY7/8
6/3	Laura Mnsk	Maersk	NY7/18
6/4	Harding	Am-Pres	NY8/5
6/11	Anch Victory	Am-Pres	NY8/22
6/14	Mail	Pioneer	NY7/31
6/15	Van Buren	Am-Pres	NY8/28
6/16	Leise Mnsk	Maersk	NY8/17
6/23	Dale	Pioneer	NY8/10
6/24	Arthur	Am-Pres	8/28
7/3	Grete Mnsk	Maersk	8/17
7/7	Polk	Am-Pres	NY9/8

KOBE

5/22	Lake	Pioneer	NY7/3
5/24	Lexa Mnsk	Maersk	NY7/2
5/27	Tide	Pioneer	NY7/8

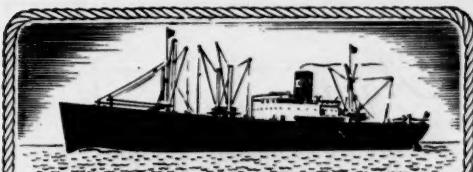


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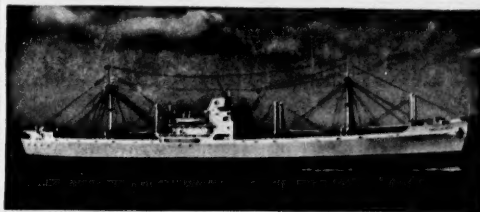
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SAN FRANCISCO
NEW ORLEANS

SAILS	SHIP	LINE	DUE
6/8	Laura Msk	Maersk	NY7/18
6/19	Mail	Pioneer	NY7/31
6/23	Leise Msk	Maersk	NY8/2
6/28	Dale	Pioneer	NY8/10
7/9	Grete Msk	Maersk	NY8/17

SHIMIZU

5/11	Sally Msk	Maersk	NY6/17
5/27	Lexa Msk	Maersk	NY7/2
5/29	Tide	Pioneer	NY7/8
6/11	Laura Msk	Maersk	NY7/18
6/26	Leise Msk	Maersk	NY8/2
6/30	Dale	Pioneer	NY8/10
7/12	Grete Msk	Maersk	NY8/17

TANGA

6/4	Afr Moon	Farrell	NY7/23
6/22	Afr Moon	Farrell	NY8/11

YOKOHAMA

5/11	Buchanan	Am. Pres	NY7/24
5/15	Sally Msk	Maersk	NY6/17
5/25	Lake	Pioneer	NY7/3
5/27	Harding	Am. Pres	NY8/5
5/30	Tide	Pioneer	NY7/8
5/31	Lexa Msk	Maersk	NY7/2
6/7	Van Buren	Am. Pres	NY8/16
6/15	Laura Msk	Maersk	NY7/18
6/16	Arthur	Am. Pres	NY8/28
6/22	Mail	Pioneer	NY7/31
6/29	Polk	Am. Pres	NY9/8
6/30	Leise Msk	Maersk	NY8/2
7/1	Dale	Pioneer	NY8/10
7/15	Grete Msk	Maersk	NY8/17

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

³ With transshipment at Colombo.

**Flavor for coffee cup is theme
of Dominican Republic ad in U. S.**

In a six-column newspaper advertisement designed to convey a wider understanding in the United States of the Dominican Republic, flavor for the coffee cup was the central theme.

Dominated by the picture of a pretty girl picking coffee beans, the ad pointed out that coffee with carefully standardized taste qualities is one of the many export products of the Dominican Republic's agriculture.

Government farm agents and exporters' representatives tour the coffee-growing areas, giving advice on growing, harvesting, marketing, the ad declared.

"To enable farmers to get the higher prices paid for washed coffee, the government has distributed to them free washing machines," it was explained. "Where formerly only 20 per cent of Dominican coffee exported to the United States was washed, 95 per cent now brings farmers the premium prices paid for washed coffee beans.

"Because it's important for coffee beans to be promptly dried, modern concrete drying platforms are provided at strategic points throughout coffee-growing areas.

"Modern, scientific processing plants are maintained by all major exporters for treatment of the bean after it is gathered from surrounding farmers. This insures highest quality and accurate grading. It gives farmers the best possible prices."

With an annual coffee export of 33,069,000 pounds (practically all to the U. S.) at a value of \$13,000,000 (and going up), coffee plays an important role in Dominican economy," it was emphasized.

The ad was sponsored by coffee producers and exporters of the Dominican Republic, who contributed through the chambers of commerce of six leading cities.

Coffee Movement in The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Others	Month Total
1950							
September	1,837	1,017	737	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	437	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,719	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,338	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April (1-28)	1,414	765	688	1,453	953	458	1,411

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

In the current situation of a delicate balance between coffee supply and demand, the market is unusually sensitive to rumors.

Reports that the cruzeiro would be devalued, emanating from Santos, resulted in decidedly erratic fluctuations last month.

From Rio came statements declaring the rumors were without basis. The Brazilian Ministry of Finance made its denial emphatic.

Earlier in the month, the Ministry stated that the federal government would continue to finance coffee on the same basis and conditions in force before, with no alterations in the limits of credit granted.

The statement added that the financing and statistical position of coffee did not justify rumors "originated by private interests contrary to the government's policy."

In Brazil the pressure for removal of U.S. price ceilings continued, with the Santos Comercio declaring to the press that such action should be taken because of (1) the high cost of production in view of the small crops being reaped and (2) the increased cost of utilities and the shrinkage in the purchasing power of the dollar.

Moreover, the governments of the states of Sao Paulo and Minas Gerais approved a memorial to the federal government asking all attention to the present "coffee situation and the necessity of support"—which is assumed by observers to refer to revision of the price ceilings.

In line with these developments, the president of DNC, which is still in liquidation, informed the Santos Comercio

that Brazil's Ministry of Foreign Affairs was "giving all attention to the problem, trying to lead it to a favorable solution in the interest of Brazilians." The president added that the association could count on DNC "to assure a solid position for our principal exportable product."

All these developments indicate a firm resolution in Brazil not to let prices work lower. But sources in the United States were pointing to other conditions which could affect coffee prices, regardless of the supply-demand picture. Such a development might be a basic change in the economic atmosphere which would create an entirely new price level. Under such circumstances, coffee could not hold out against a general trend, it was pointed out.

This broader perspective, looking beyond supply-demand factors, was indicated merely to emphasize the need for broader analysis, rather than to imply such a readjustment of general levels was in the making.

In the meantime, roasters here continued their by now almost normal policy of buying cautiously, if at all. It is a policy which may need bold re-evaluation in the not too distant future.

New building planned for Oriental Coffee and Tea Co. in Birmingham

A new office, warehouse and coffee roasting plant will be built for the Oriental Coffee and Tea Co., Birmingham, Ala., it has been reported.

The new building, to cost \$25,000, will be located on 12th Street between Second and Third Avenues.

The structure will be brick with a concrete roof and will measure 40 by 140 feet.

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MASSILLON, OHIO

Makers of the only genuine Drip-O-lator the better drip coffee maker

Off-hour profiles

A column about coffee and tea men away from their desks.

Hanemann's racket

Albert H. Hanemann, of Hanemann and Cummings, New Orleans, is a busy man. Yet, whenever he can, he likes to haul out his beloved tennis racket and get in a few sets of his favorite sport.

Manager of the New Orleans branch of the Brazilian Warrant Co., Inc., from 1925 until its recent cessation, Mr. Hanemann sparked the organization of its successor, Hanemann and Cummings, in 1931.

Serves trade

Always a coffee man with a broad vision, Mr. Hanemann was president of the New Orleans Green Coffee Association for five years and a vice president of the National Coffee Association. He also served as consultant to the Office of Price Administration, Coffee Advisor to the War Foods Administration and is now New Orleans regional chairman of the U. S. Army Coffee Grading Committee.

In spite of the work and long hours these and other duties have imposed, Mr. Hanemann has always tried to get in a few sets of tennis whenever possible. For tennis is his great relaxation. In fact, he has served as president of the New Orleans Lawn Tennis Club for two years. This club is the oldest such organization in the United States and Mr. Hanemann has been a member for 25 years.

During those 25 years he has enjoyed many invigorating tennis matches and in doing so has made numerous friends. Strangely enough, Mr. Hanemann did not take up tennis until after leaving college, but his enthusiasm made up for the delay. So closely has he been associated with this sport outside of business hours, that he has been the natural choice as chairman of the tennis committees at National Coffee Association conventions for many years.

Hot Springs trophy

One of the most gratifying experiences in his tennis playing was winning the Pan American Coffee Bureau Cup in 1942 at the coffee convention held at Hot Springs, Virginia. Even though Mr. Hanemann won his share of prizes through the years, the Pan American Cup is his favorite trophy.

Although his duties at different times as chairman of the New Orleans Traffic and Transportation Bureau, director of the Association of Commerce, the New Orleans Board of Trade, the International House and the Public Belt Railroad Commission, in addition to the concentration he gives his coffee business, leave little time for athletics, Mr. Hanemann manages somehow to squeeze in some tennis.



Hanemann and his racket

Editorials

ASTA at Shawnee

Following the pattern of resort-site conventions which it adopted several years ago, the American Spice Trade Association is holding its 46th annual convention at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania.

It was a bold decision, to change the traditional Hotel Astor, where ASTA conventions had been held for so many years, to resort hotels.

But the decision proved to be wise. The resort sites, it turned out, did not detract from business meetings. Rather, they helped by allowing the sessions to be held more conveniently, in an atmosphere of greater relaxation.

No small factor, too, was the greater friendliness which developed at these conventions, where spice men and friends from allied trades not only worked together but also, during afternoons and evenings, had fun together.

The 1952 convention will be a long distance, in progress as well as in time, from that first gathering of 56 representatives of spice companies on August 7th, 1907, at the Underwriters' Club, 77 William Street, New York City.

That meeting founded the American Spice Trade Association, electing J. H. Recknagel president, Eugene W. Durkee vice president, John Clarke secretary and Lewis German treasurer.

Has the organization fulfilled the hopes of the 56 founders? The hopes were stated by John Clarke, who as temporary chairman called that first meeting to order. Here's what Mr. Clarke said, as reported in the August, 1907, issue of *The Spice Mill*, now *Coffee & Tea Industries*:

"For many years there have arisen in the spice trade innumerable questions and disagreements on qualities, contracts, terms, deliveries, etc., and these have proved unpleasant and unprofitable; and, within a year, the Pure Food legislation has proved another subject which demands action, as a trade, on the part of those interested in spices. In the belief that these conditions may be improved; that much unnecessary friction and loss may be avoided by intelligent action, and that the dignity and influence of the spice trade, as a trade, may be enhanced and further established, we have called this meeting today."

So well have these objectives been fulfilled that any questions which do arise on qualities or contracts are far from "innumerable," and when they do arise are handled through an established routine.

ASTA has long since been able to move into projects which have the deeper basic objective of maintaining and

enlarging the market for spices in this country.

At Shawnee, this month, the convention will hear reports on progress to date in the two main programs along these lines—public relations and research—and will map steps for further advances in the year ahead.

Trends in flavors

Once again, as members of the flavor extract industry gather at the Edgewater Beach Hotel, Chicago, for their annual convention, this publication is releasing the results of its fourth annual survey of flavor trends in this country.

We hope these survey results, as well as the other articles by flavor leaders elsewhere in this issue, will help enrich with added fact and thought and background material the Chicago sessions of the Flavoring Extract Manufacturers' Association.

The survey results reflect, in the flavor industry, transitions which have been taking place in economy as a whole.

A supply pinch on certain items, reported by many flavor makers a year ago, especially on vanillin, has since eased off until shortages are no longer a major problem on any flavor raw material.


On the other hand, although raw materials are more readily available, uncertainty about the outlook is considerably more prevalent than a year ago.

While optimism is not as widespread as last year, it is still the mood of the largest single group of flavor makers. The figures make clear this shift. A year ago 85 per cent of the survey respondents expected business to be better during the balance of the year. This time, only 35 per cent held such views.

From the comments which accompany the survey returns, the general opinion of the flavor makers can be pictured a little more fully. While the trade is not as strongly optimistic as a year ago, the shift is not so much toward an expectation of a downturn as it is toward a mood of greater caution and reserve.

With the uncertainties in the world situation—such as the truce negotiations in Korea—this shift in flavor opinion is not unexpected.

On one point there was a clearly preponderant opinion among flavor makers, although differences of opinion did exist and were stated with considerable force. By and large, flavor makers feel that price controls, as they relate to this field, are not inequitable.



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Not the least of the tea industry's postwar achievements was the enrollment into its ranks of William F. Treadwell as director of information for the Tea Bureau, Inc.

A man of tremendous enthusiasm for tea and endless energy, plus an ability to produce powerful public relations, Bill has won a unique place for himself in the industry.

Although you wouldn't think it would be true of a public relations man, Bill is as modest about himself as he is forthright about tea. You have to dig to find out that he holds two degrees, one a bachelor of science, the other a master in engineering.

Bill knows firsthand the problems of the business man. For six years he ran his own public relations firm, handling such varied accounts as the Santa Fe Railroad and theatrical, political and sports figures.

When the war came, he disbanded the firm and volunteered for military service, only to be rejected for a minor physical defect. He swung into war work, handling industrial and public relations for the Hammarlund Radio Manu-



Robert A. Lewis

facturing Corp., which was producing for the Armed Forces.

In 1945 he went to *True*, a new men's magazine, as publicity and promotion manager. Less than a year later the publishers, the Fawcett organization, turned over three additional magazines to him, and by July of that year he was named acting publicity director of the entire Fawcett magazine operation, which included a huge printing plant, a distributing firm and 31 magazines with editorial and advertising headquarters in New York City.

The following year he was promoted to director of public relations for Fawcett, responsible for all radio, press and motion picture exploitation of the firm's publications.

Somehow, during all of this, Bill also found time to write four books and to serve as a lecturer at leading colleges and universities and at important public gatherings.

I like what he tells us in his guest column this month—how you, as a tea packer, can improve your position through your own public relations program. It's information which can bring solid returns in added volume and profits.

R. A. L.

Tea leaves

pointed comments by a tea trade dean

By ROBERT A LEWIS

Tea's public relations

By WILLIAM F. TREADWELL, Guest Columnist

Usually, when there is an article written by me or about me, you find it full of box-car figures, major and minor accomplishments and even prognostications. Public relations programs sound like something glamorous to some businessmen and like something phony to others.

In the last three and a half years, I have tried to make tea's public relations program a wide-open book and not the mystery it had been in the past. When a commodity is used by the public, it is necessary that we present to that public all its values and the important part it plays in the American scene.

I have found that in the past three years more and more tea and coffee packers have started public relations programs of their own. Recently, Cornell University published a pamphlet titled, "Introduction to Public Relations." This was aimed at the small businessman, the club member, the citizen involved in a charity drive or civic project. This pamphlet is playing an important part in teaching the down-the-line employee of companies the importance of public relations.



William F. Treadwell

There are a lot of definitions of public relations, but one of the best is, "Doing good and getting credit for it." Take good performance by your organization and add good comments so that people know about and understand the good work, and you have good public relations.

Good performance is the main ingredient. This might mean a scholarship set up by a city luncheon group, or a prize won by a 4-H chapter, or a guest speaker supplied to a local meeting. You see, before your company or the tea industry can tell its story, it must have a story to tell.

I have found in many organizations that the public relations program laps over into the field of employee relations. In many small companies the public relations director handles special books, house organs, bulletin boards, employee handbooks and company reports. This director of public and industrial relations plays a big part in major management relations from the grievance committee group up to the contract negotiating committee.

Companies have often asked me what would be the cost of a public relations program for their organization. Every organization, regardless of its size, can afford and should have a planned public relations program. But, as in advertising, the cost of the media used differs greatly. The main requirements in planning a public program are time, effort and imagination.

Public relations, today, is becoming a highly specialized

(Continued on page 55)

Most important Iced

*Best
Summertime Refresher
of them all!*



*iced
tea*

Ever wonder why you just naturally reach for Iced Tea when you want the best summertime refresher? Isn't it because it picks you up as it cools you off, and tastes just wonderful all the way down?

P. S. Know something so easy to make and so low in cost?



To make a full, refreshing glass of Iced Tea, pour Iced Tea over ice cubes and stir gently. For more Iced Tea, add more Iced Tea bags. For more Iced Tea, add more Iced Tea bags. For more Iced Tea, add more Iced Tea bags.

new selling idea Tea ever had backed by the BIGGEST ADVERTISING Iced Tea ever had

If you can tear your eyes away from that giant glass of Iced Tea in the ad, you'll see that something new has been added to Iced Tea advertising.

This summer, Iced Tea has a brand-new theme—"Best Summertime Refresher of them all."

It's simple. Direct. And certainly believable. It puts into words what people already believe about Iced Tea. And it gives them a reason for buying more tea all summer long.

4 color pages in LIFE

Put the new selling idea together with the biggest, most luscious glass of Iced Tea you ever saw and you have the first Iced Tea ad of 1952.

It's reproduced in black and white on the opposite page but it will actually appear in full color in LIFE, June 6. Other Iced Tea ads will reach America's largest magazine audience in

Life, June 27, July 11, and August 1.

Billboards by the thousands

All during July and August, thousands of boards in 34 leading markets will sell the "Best Summertime Refresher" theme. They'll be reaching Iced Tea prospects day after day all during the hottest season of the year.

Tie in big with this Iced Tea drive

Cut yourself in on extra sales and profits by having your salesmen distribute tie-in material to your accounts. And be sure to get ready for the biggest publicity event of the Iced Tea season. It'll be "National Iced Tea Time" to be staged this year from July 11 to the 19th.

For complete information write direct to us.

tea council

500 Fifth Avenue, New York 18, New York

Department, variety stores plan all-summer-long iced tea displays, promotions

Department and variety stores throughout the nation are planning all-summer-long promotions tied in with iced tea, according to Anthony Hyde, vice chairman of the Tea Council.

Display managers, sales promotion directors, store managers and publicity directors of these stores have been alerted by means of a merchandising memo. Suggestions in the memo include:

In the grocery department, feature mass displays of tea.

In the glassware department, feature iced tea glasses, coasters, stirrers, spoons, teapots, sugar bowls. Take advantage of the consumer's summertime beverage habit—iced tea—to move year-round merchandise faster during this seasonal peak period.

In the household department, feature tea kettles, teapots, pot holders, strainers, aprons—the list is endless—together with displaced displays of tea. People make iced tea all summer long—sell them new equipment and kitchen needs by tying promotions in with their daily preparation of iced tea.

In the restaurant or cafeteria, make iced tea with that "homemade" flavor the way people like it, using two ounces of tea to a gallon of boiling water, steeping six to ten minutes and then serving.

Free display material is being made available by the Tea

Council to department and variety stores, in any quantity required to do an adequate display and promotion job all summer long.

U.K. ups tea ration; decontrol by end of year seen by Minister of Food

The tea ration in the United Kingdom will be raised from two ounces to two and a half ounces a week starting August 10th, the Minister of Food has announced.

Withdrawal of the subsidy on tea, made known previously, will take effect June 15th, he declared.

Raising of the ration by one-half an ounce is the first stage towards full decontrol and derationing, it was indicated. Complete freeing of tea from controls, imposed in 1939, should be possible by the end of this year, the Minister of Food hoped.

In addition to rationing, tea re-exporting is still under regulations.

Mort Adams named merchandising manager by Tea Bureau; succeeds James J. Booth

Anthony Hyde, president of the Tea Bureau, Inc., has announced the appointment of Mort Adams as merchandising director of the Bureau. Mr. Adams joined the Tea Bureau in January as grocery merchandising manager.

He was formerly account executive for A & P with Paris and Peart, the advertising agency. Prior to that he was advertising and promotion manager of the Welch Grape Juice Co.

Mr. Adams succeeds James J. Booth, who has resigned from the Tea Bureau, Inc.

**IHW^T
E
A**

New Customers

Iced Tea promotion is probably the best opportunity
to appeal to teen-agers and other new Tea drinkers.
Don't miss this big chance to win their favor while
pushing your brand.

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

The art of tea blending

Behind the package of tea the housewife takes off the supermarket shelf is an intriguing story which is one of the great assets of this beverage. Among the more fascinating aspects is that of blending.

Here, from a new London Tea Bureau booklet, are some highlights on the art of tea blending as practised in England and, in the main, in this country. Familiar though these facts may be to the veteran tea man, they should become part of the knowledge of the newer elements in the trade, too—including packer salesmen.

Such increased awareness will make for a deepening of the ties between personnel and the product they handle. It will also add power to the salesmanship they can bring to bear.

It takes years of training to become an expert taster, dealing with hundreds of samples in a day. Tasting is largely a matter of comparison, and it is therefore essential when tasting a batch of teas that each one is treated in exactly the same way; equal weight of each tea; equal size and style of pot and cup; equal quantity of freshly boiling water; equal time for brewing.

The dry leaf has to be examined, as well as the infused leaf and the liquor. Not only taste, but sight, touch and smell are used when assessing the value of a tea.

The usual routine for tasting a batch of teas is to arrange the samples in growths, i.e., all Assams together, all Ceylons, all Darjeelings, etc., and in order of price, with the lowest price in each case. In front of each sample is placed a pot with a lid and a cup or bowl.

The correct amount of tea having been weighed into each cup opposite the sample, water is then brought to the boil and added as quickly as possible, filling each cup, which is covered with the lid.

The tea is generally allowed to brew for six minutes, but some firms allow only five minutes. After this infusion period, the pots are tipped into the bowls and the liquid drained off, while the infused leaf is tipped on to the reverse side of the lids and placed on top of the cups. Thus you have a bowl full of liquid, the infused leaf, and the dry leaf all ready for examination. The taster will proceed down the batch tasting the liquid and smelling the infusion noting the color and examining the dry leaf.

A spoon about the size of a soup spoon is used, and the liquid is sucked on to the palate—the taste buds are at the back of the tongue. After a second or two the liquid is ejected into spittoons.

It is very difficult to describe flavors or scents. But in general terms, when the taster is valuing the tea, he will examine the dry leaf to see whether it is a hard, well-rolled leaf—i.e., not spongy or flaky—which indicates a well-made tea with good keeping quality. Red stalk in the leaf does not necessarily mean that the tea is of poor quality, but generally it is better without this. A bright, shiny leaf usually indicates better quality than a dead-looking black leaf. In the infused leaf a bright coppery color denotes quality; a dull or dark one is not so good, and black infusions indicate that the tea is probably sour or out of condition.

When the infusion is green rather than coppery in color, the liquor will probably be greenish, too, or of a harsh, bitter flavor.

The same general terms as apply to the infused leaf can be said to apply to the liquid; that is to say, a dull, dead type of liquor indicates poor quality, while a bright-looking liquid indicates better quality.

Tea in general use in this country has been blended before it reaches the consumer. The object is to maintain a constant quality at a given price throughout the year. Teas can be blended to suit the water of the district in which they are to be drunk, though this is done less today (in England—Ed.) than before World War II. It is perhaps not realized how much the water varies from district to district.

There is no reason why an original tea, i.e., unblended and just as it is received from the estate, should not be sold to the consumer—in fact, a fair amount of trade is done in England in the teas which are known as "self-drinkers." Their main disadvantage, however, is the difficulty, strength and price throughout the year. Teas from an individual garden may vary from season to season, even from week to week.

Blends are composed generally of not less than three or four teas in the case of smaller traders, and up to 20 or more for the larger blenders. It will be understood that, when a blend is composed of many different teas, substitutes can, if necessary, be introduced to replace one or two of them without seriously affecting the character of the blend, or its price.

Blending is work for an expert. His job is to put on a batch of the teas which are available and to select, against his standard, the most suitable ones for quality, flavor, strength, body, size and style of leaf, and cost. A selection of a number of teas for body or strength and about the same number for quality or flavor will be made; also a smaller proportion of teas of a neutral character, or fillers, to round off the blend and, if necessary, reduce the cost. So a blend may easily consist of four or five Assam teas and



At the recent Academy Award presentations, tea was served backstage and many of the Hollywood stars, nervously awaiting announcements to go on during the show, relaxed by drinking the beverage. Here Lucille Ball pours herself a cup during the big movie event.

an equal number of Ceylons with the addition of one or two Dooars and a few other growths.

Tea from any of the countries and districts already mentioned can be blended together successfully, but if a blend with a distinctive flavor is required, such as Darjeeling for instance, then this growth must predominate in the blend. Such a blend may lose or change its character after it has been made up for some time, so a trial blend is left for a few days to settle down. It is then tasted again to ensure that the objective has been attained.

As a rule China tea is not blended successfully with other growths, except perhaps with Darjeelings or fine Ceylons.

The art of blending is to obtain a good all-round tea of the quality desired at a given price. It is not just a question of mixing teas together. Fine quality mixed with a low quality does not produce a medium quality; invariably a low-quality tea introduced into a blend will pull down the others to its own level.

There is also the question of the dry leaf. It would be quite impossible successfully to blend a leaf tea with a Fannings. They would not mix and, in course of time, they would separate, the small heavy leaf falling to the bottom of the chest and the larger light leaf coming to the top. A further point is that the blend will probably have to be sent out in packets, which means that it must be of a uniform and constant size. For this reason, in addition to being tasted, each tea is measured for the size of leaf. A standard weight—say one-quarter pound—of dry leaf is put into a graduated glass vessel, shaken well down, and the volume noted. Those teas which would make the final blend too bulky to fit the packet can thus be cut as necessary.

After the first selection, a trial blend is made up from the

samples and is tasted against the standard to be matched. This process may have to be repeated several times until the perfect match is attained. The volume of dry leaf, too, is checked against that of the standard packet by means of the measuring jar.

In a modern tea warehouse the leaf is not touched by hand as the bulk blending is done in a large drum into which the contents of the chests are tipped. The inside of the blending drum is so designed that when the drum is rotated the leaves are thoroughly mixed. The drum is turned a specific number of times. Too many rotations can result in unmixing. As the tea comes out of the drum, the leaves pass over a magnet which extracts any bits of metal such as small nails, etc., before it is placed in sacks or chests ready for despatch, or conveyed to automatic weighing machines.

Tea alibi doesn't hold water

Allie Branch came before the police judge in Richmond, Va., and tried to explain why he was caught carrying a concealed weapon in the form of an icepick.

"I just made myself some iced tea and forgot to take the pick out of my pocket," he said.

He received a sentence of 30 days in jail and was ordered to pay a \$100 fine.

Tea production in Brazil is up

Tea production in Brazil, 837 metric tons in 1951, is estimated to have been larger than in any previous year, and nearly double the 1937-43 average.

This increase occurred despite a price level which remained almost unchanged since the end of World War II.

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Jan. 1951	Feb. 1951	Mar. 1951	April 1951	May 1951	June 1951	July 1951	Aug. 1951	Sept. 1951	Oct. 1951	Nov. 1951	Dec. 1951	YEAR 1951	Jan. 1952	Feb. 1952	Mar. 1952
Black																
Ceylon	1,878	2,125	2,991	2,900	2,597	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394	3,400	3,384	3,997
India	3,719	2,894	4,000	4,460	5,888	2,233	909	930	1,613	2,173	1,422	3,090	33,328	3,072	2,942	2,379
Formosa	136	236	233	366	197	284	260	187	135	208	133	193	2,587	493	293	281
Java	595	583	844	774	549	552	605	865	375	881	319	578	7,519	813	730	713
Africa	886	450	714	747	715	684	652	462	242	191	148	15	5,906	107	242	116
Sumatra	55	200	196	29	20	75	65	161	134	43	49	37	1,065	124	45	177
Congou	12	6	3	13	2	37
Misc.	31	52	21	69	27	205	42	55	29	29	12	4	575	35	34	58
Green																
Japan	16	27	267	68	8	193	460	720	569	384	52	144	2,906	47	5	30
Ping Suey	83	22	1	105
Misc.	15	1	17	10	32	23	7	51	24	5	286	6	...	2
Oolong																
Formosa	7	44	41	25	26	21	1	8	5	58	236	24	22	26
Canton	11	7	18	21	6	5	1	6	3	3	3	21	106	10	3	6
Sent'd Cntr	11	10	36	21	6	1	3	3	2	2	97	5	1	4
Misc.	11	3	14
Mixed	5	10	20	15	2	9	1	3	1	3	1	4	84	8	3	6
TOTALS	7,480	6,067	9,438	9,518	10,075	6,571	5,787	6,847	5,034	6,185	3,992	6,618	84,146	8,144	7,704	7,995

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

McGarvey Coffee expands distribution of Flame Room tea in new package

Flame Room Tea, distributed in the past only to the hotel and restaurant trade and to a small number of retail outlets, is now in a newly designed package and is being given expanded distribution to the retail trade, according to Robert M. McGarvey, Sr., president of the McGarvey Coffee Co., Inc., Minneapolis.

The same aggressive advertising and promotion treatment used successfully in introducing Flame Room Coffee in 1947 will be employed for Flame Room Tea, it was reported.

The striking color combination of black, red and buff in the new tea package was used originally in the can design that won awards in national competition for Flame Room Coffee.

Packaging will be in both tea bags and bulk in the following sizes: 100 bag, 48 bag, 1/2 pound bulk and 1/4 pound bulk. Recognizing a need for easier handling and shelf and display arranging, McGarvey has reduced package depth to make a flatter, more compact carton.

Rare collection of teapots put on display by San Francisco jewelers

A rare collection of between 300 and 400 teapots was displayed recently in the windows of Shreve & Co., San Francisco jewelers.

The teapots were owned by the late Mrs. Cyrus T. Mills. They were taken out of storage by the Mills College Alumnae Association for exhibit during the school's centennial year.

Represented in the collection are products of several fine chinaware houses, including Copeland, Wedgewood, Staffordshire, Minton, Spode, Eton Wood, Dresden, Royal Doulton, and Satsuma.

Mrs. Mills started her collection in the 1870's. She received several of the teapots from graduates through the years.

The display includes many novelty items. One tiny pot is made from a walrus tooth and holds no more than a spot of tea. There are others shaped like dogs, kangaroos, rabbits, fruits and vegetables.

Direct Importers and Blenders for
distributors of private label teas

HAYES G. SHIMP

INCORPORATED

230 PARK AVENUE, NEW YORK

Tel. Murray Hill 6-9942

Member: Tea Association of U. S. A.

Tea auctions in Karachi now being arranged by government of Pakistan

Arrangements are being made by the Pakistan government for tea auctions in Karachi is reported. New sheds are also being constructed by the government in East Pakistan for the storage of tea leaves.

It was stated that the government is contemplating opening tea blending centers in Pakistan. The country has succeeded in cutting down imports of tea from Bharat and Ceylon to the extent of about 50 per cent during the last three years.

Mozambique expands tea cultivation, builds new tea processing factories

As a result of expansion of tea cultivation in Mozambique, its annual output of processed tea has increased.

From a production of 70 and 519 metric tons of tea, respectively, in the crop years 1928-29 and 1938-39, Mozambique's output of tea in 1948-49 rose to 2,022 tons.

This evolution was particularly noticeable since the 1939-40 year, because Mozambique's tea found ready sales in foreign markets, particularly the United States, Union of South Africa, Portugal and Portuguese Oversea Territories, Great Britain, Arabia, Iraq, and others.

Present annual output is estimated at about 2,750 tons of tea, or slightly higher.

Prior to 1950 there were nine tea factories in Mozambique, six of which were in Gurue and three in Milange. The "Vha Tacuane" of Lugela probably completed its tea factory toward the close of the crop year 1950-51, and three new factories were projected in the year, one of which is in Ile and the remaining two in Gurue.

By 1955-56 Mozambique is expected to have close to 15 tea factories, each costing an average of 3,500,000 escudos—if the tea export trade should continue to be favorable to the country.

The bulk of the tea leaves in Mozambique is converted into black tea. However, a few tons of green tea are also manufactured, chiefly for local consumption and for varieties of green tea locally processed—young hyson and pearl. The black tea is available in close to 18 commercial types.

"Tea on the house" helps bring shoppers to Long Island stores

An unusual merchandising idea has been promoted by The Fabric Garden shops in Westbury and Seaford, Long Island, N. Y. The retail store serves "tea on the house."

The shop not only offers the customer free decorating service, but furnishes music and tea for more enjoyable browsing about its shop. Children are offered toys and comic books.

Eye-catching ads are run with copy such as this: "The tea is brewed and piping hot, come and browse and drink a lot."

Tea exports from Peru

About 11 tons of tea were exported from Peru in 1950.

VOTE FOR BIGGER TEA PROFITS!

Call on EASTERN for the



OUTSTANDING
PACKAGE FOR
"INDIVIDUALS"



ONLY EASTERN HAS THE NEW CUSTOM-PACK

WRITE OR WIRE COLLECT

EASTERN TEA CORPORATION

P. O. BOX 132, STATEN ISLAND 10, N. Y.

Gibraltar 2-1110

Tea's public relations

(Continued from page 47)

profession and a very necessary one.

Probably the greatest medium today for the public relations specialist is television. I had dinner with Senator William Benton the other evening and we discussed television. He, like all of us, was amazed at the impact it has on the American people. He pointed out that in a series of guest appearances he has made, those on television caused the most comment and interest. Far more people reacted to them.

Recently, Puck (the comic-magazine section) made a survey of media habits in metropolitan New York homes with television sets. This survey shows that television knocks the stuffing out of other family entertainments in the following percentages:

After buying and using a television set in a home, 53 per cent of the families discontinued listening to a radio; 49 per cent discontinued reading books; 24 per cent discontinued magazine reading; 16 per cent stayed home from the local movie theatres; 3 per cent purchased fewer Sunday newspapers; 2 per cent purchased fewer daily newspapers.

With the lifting of the recent television freeze, we will have 2,000 new television stations in more than 1,000 communities. It will, of course, be several years before this total network of TV stations will be finalized to reach the 40,000,000 homes now serviced by radio. However, we all agree that a television program commands greater attention by more people (viewers) than any other medium.

The recent television advertisements prepared by the Leo

Burnett Advertising Agency and used by the Tea Council have witnessed this impact.

Getting back to our thoughts on public relations, it is a pragmatic field, since it deals with the public attitude and, therefore, the public mind. It is in a constant state of change. Learning and understanding what the public wants and how it can be influenced is a lifetime job. Public relations can sell a product. When a dynamic article is published in Readers' Digest about a new chemical, a commodity or a manufactured product, that article out-and-out sells the item discussed. In the same way, too, it can be damaging to the product.

Labor and industry are about the biggest investors in public relations today. However, you cannot propound a religion, sect or creed without dynamic public relations. A nation cannot fight a war without government public relations. Russia spends billions of dollars for propaganda, which is a form of public relations. And, even the current trend of women's hats in their old shapes, sizes and colors have been sold to the public through this type of public relations program.

T. L. Trueman visits U.S., Canada

T. L. Trueman, of Alex Lawrie & Co., Ltd., London, arrived in the United States on the Queen Mary last month for a six weeks visit.

After a stay of about a week and a half in New York, Mr. Trueman visited Canada and planned to return to New York for another two weeks.

While in the U. S., Mr. Trueman is making his headquarters at the office of their agents, George C. Cholwell & Co., Inc., New York City.

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

AGENTS FOR

GEO. WILLIAMSON & CO.
LONDON, ENGLAND

and

NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

WHITALL & CO.
COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIASI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

How has tea rationing changed drinking habits in Great Britain?

Pegged to a tea ration for many years now, the British housewife has but distant memories of the days when she could buy as much tea as she wanted.

How has rationing affected tea drinking habits in this, the largest market in the world for the commodity?

To find out, the London Tea Bureau arranged for a survey. Here are some of the findings on tea habits in the home:

1. Only a negligible proportion of housewives do not take up their whole ration of tea.
2. Seven in every ten housewives consider the present tea ration to be inadequate.
3. When their ration is running out, about three-quarters of those finding the ration inadequate reduced the number of times they make tea and have some other drink instead. The remaining quarter cut down the strength of their tea.
4. Just over three-quarters of all housewives are satisfied with the present quality of tea.
5. Nearly half of the minority expressing dissatisfaction say that the present tea does not go as far as did prewar tea.
6. Seventy-seven per cent of housewives always buy their tea from the grocers at which they are registered, while a further 12 per cent sometimes do so.
7. Thirty-six per cent of housewives paid 11d. and 11½d. per ¼ pound when they last purchased tea, and a further 38 per cent paid 1s.
8. In one household in every five either the housewife or someone else in the family takes tea with them to work.
9. Ninety-six per cent of all housewives take ordinary milk in their tea, and a further 1 per cent take condensed milk. Three-quarters of all housewives take sugar in their tea, and 90 per cent of the men members of their families take it.
10. The average number of cups drunk by all tea-drinking housewives on the day prior to the interview was 5.7.
11. The average number of spoonfuls of tea used for two persons is rather less than two, and for four persons is just under three.
12. Fifty-five per cent of all housewives had served "coffee" in their homes on the day prior to interview, 30 per cent had served milk, 19 per cent cocoa, and 14 per cent milk drinks. Among the 55 per cent serving "coffee," 23 per cent had

served a liquid essence, 19 per cent an extract powder, and 15 per cent loose or packed coffee.

Commenting on the findings of this survey, the London Tea Bureau draws attention to the strength of tea now drunk and to the number of occasions. "It may come as a shock even to those closely connected with the trade to realize how weak is the tea drunk today and how far the housewife has departed from the old rule of 'one for each person and one for the pot,'" the Bureau declares. It may well be that the figure for those who, when they are short, cut down the number of occasions rather than make tea weaker, has been affected by the fact that, in many households, it is impossible to make tea weaker than it is already!

The bearing of all this on the future of tea promotion in the United Kingdom is obvious. By raising the strength of tea from its present average of 'less than three teaspoonfuls for four persons' to 'one for each person and one for the pot,' tea consumption in the home could be increased by more than 50 per cent. Less striking, but also substantial, are the possibilities of increase in the number of tea-drinking occasions when tea is freely available.

"An element of surprise is also contained in the answers to the question on quality. We have heard for years the remark: 'We must get back to quality,' and it is something of a shock to find that three-quarters of all housewives are satisfied with the tea they are getting at this moment. This does not, of course, invalidate the importance of high standards in leaf and liquor, but it is a reminder that, in the changed conditions of to-day the public does not appear to be so fastidious in their tastes as they were before World War II."

Argentina consumes own tea, imports more

Imports of tea into Argentina in 1949 amounted to 2,080 tons and in 1950 totaled 783 tons. Imports were curtailed in 1950 because of foreign-exchange problems, and thus a strong market was established for the local crop.

All production of tea in Argentina is needed to supplement imports for domestic use. The apparent national consumption in 1950 was 1,530 tons, probably only half the quantity desired. For Argentina's 17,000,000 population, the 1950 supply was about two pounds per capita.

Although tea is scarce and costly, the shortage is not particularly disturbing, as much of the population uses yerba mate by custom and preference. Production and consumption of yerba mate in Argentina at the present time are the highest on record.

GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 75th Year

"Whose name is known wherever tea is grown"

40 WATER STREET
4-6 COENTIES SLIP, N. Y. C.

TEAS

Member, Tea Association
of the U. S. A.

Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England, Balmer Lawrie & Co., Ltd., Calcutta, India,
Betts Hartley & Huett, Ltd., London, Calcutta, Colombo

Developments in checkweighing

By ROGER L. MERRILL

This pointed summary on a vital phase of packaging is from a talk at the recent Packaging Conference of the American Management Association, held in Atlantic City, N. J. Mr. Merrill is assistant supervisor of the electrical engineering division of Battelle Memorial Institute, Columbus, Ohio.

The question has often been asked, "Why can't filling machines be made sufficiently accurate so that checkweighing is unnecessary?" The answer is, of course, that they can be, provided the filling speed is sufficiently slow. As everyone knows, there is a direct relationship between weight inaccuracy and speed of filling equipment. As the filling speed is increased, the weight accuracy is decreased.

Although there will undoubtedly continue to be remarkable improvements in filling equipment, most packagers will choose to use these improvements to increase production speed rather than weight accuracy. As a consequence, checkweighing will continue to be required.

Checkweighing is actually one inspection of product quality. The information obtained is used for two major purposes:

1. To control the production process.

2. To reject defective (short-weight) packages (effective only with 100 per cent inspection).

The most satisfactory checkweighing system for a given production line is a matter of economics and company policy. For any given minimum quality level, which is established by policy, there are definite relationships between production speed, product loss, and inspection costs. The proper relationships between these factors must be established on the basis of minimum overall cost.

At the present time, one of the following checkweighing systems used to control the production process:

1. Spot check plus operator judgment.

2. Spot check plus statistical analysis.

3. Automatic checkweigher plus operator judgment.

The effectiveness of a spot-check system is dependent upon the quantity of weight information available, that is, the percentage of packages checked. Regardless of the percentage checked, statistical methods are much more effective than systems based on operator judgment. They tend to eliminate errors due to the human factor and can be applied at very little increase in cost.

Checkweighers are much more effective than any spot-check system since, effectively, much more weight information is available to the operator. In addition, automatic checkweighers provide the 100 per cent inspection needed for the rejection of defectives.

Experimental systems are now being tested which combine the automatic checkweigher with statistical methods. These include:

1. Automatic control-chart plotter.



Checkweighing tea on the U-shaped production line at the Hoboken, N. J., plant of Thomas J. Lipton, Inc. The weight checker is between the filler (left) and the top-sealer (right).

2. Completely automatic statistical quality-control system.

These devices offer great promise for reducing the cost of checkweighing and for improving the overall performance of the inspection system.

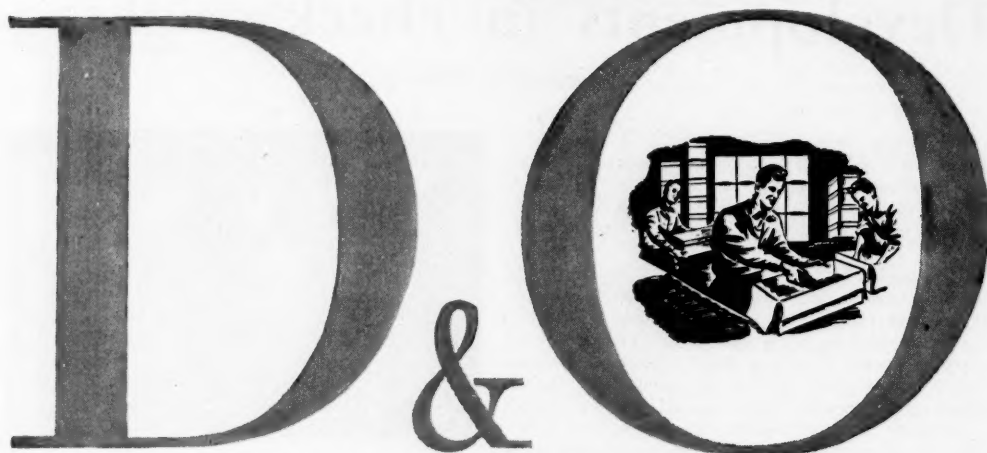
As packaging-line speeds are increased, the needs for adequate checkweighing systems and the requirements of those systems are multiplied. Manual spot checking is simply not compatible with packaging speeds of 200 packages per minute or more, without excessive labor costs. Automatic checkweighing equipment will be imperative on such lines, and higher speed checkweighers must be developed. The ruggedness of these machines must also be increased, and they must surely be moisture and explosion proof.

Of equal importance in future checkweighing installations is the need for improved data-processing systems. Improved methods for processing large quantities of weight data are needed so that packaging-line operators and management can make necessary control decisions. Automatic statistical quality control promises to overcome these problems. These systems, however, must be further developed to make them simpler to operate and to reduce their cost.

Booklet on polyethylene

Polyethylene: In the past few years, new ideas, new products and a wide range of applications in consumer and industrial fields have appeared since Bakelite polyethylene resins were placed on the market. A 24-page booklet just published by the Bakelite Division, Union Carbide and Carbon Corp., New York City, summarizes the characteristics, development and latest applications of this flexible, thermoplastic material.

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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

FEMA set for Chicago convention

By E. N. HEINZ, Jr. *Chairman
Convention Committee
Flavoring Extract Manufacturers' Association*

The 43rd annual convention of the Flavoring Extract Manufacturers' Association of the United States is scheduled to be held at the Edgewater Beach Hotel, Chicago, May 25th-28th.

This well known site was selected because of its location and facilities, which permit combining the important business sessions of the association with the pleasure of an early summer vacation. The Edgewater Beach Hotel, Chicago's resort within the city, is situated in a garden setting on the shores of Lake Michigan.

W. G. Grant, president of the association, and all members of the FEMA board of governors, assisted the convention Committee in outlining and planning this convention, which is designed to be of constructive assistance to all manufacturers of flavoring extracts.

Everyone planning to attend is being urged to arrive in Chicago early Sunday, May 25th, so as to be able to participate in the Hospitality Party at 5:30 p.m. This traditional party is sponsored by the supply firms and is always an enjoyable event of the convention because it affords everyone the opportunity of renewing friendships and making new ones. Elaborate plans have been made for this year's party by M. J. Niles, chairman, and the suppliers committee.

A well balanced business program has been planned to be of interest to management, sales and production personnel. Outstanding authorities in their fields will discuss a wide variety of timely topics to help the flavoring industry do a better job of producing and selling.

Among the prominent speakers, who will appear on the convention program are Victor H. Gies, vice president in charge of sales and advertising, Mars, Inc.; Professor Paul S. Lucas, dairy department, Michigan State College, a national authority on ice cream; Dr. William B. Bradley, scientific director of the American Institute of Baking; Don Grimes, president of I. G. A., who will discuss "Trends in the Retail Grocery Field"; and H. B. Cosler, of the general products division, U. S. Quartermaster Corps, who will discuss the requirements of flavorings used in the many food products sold to the Armed Forces.

These prominent personalities, representing industries and markets which use large quantities of flavoring extracts, will endeavor to exchange views with the flavoring extract manufacturers.

Management personnel will be especially interested in the subject, "Price Control Problems and Prospects," to be discussed by Robert H. Bingham, research economist with the



The Edgewater Beach Hotel, Chicago, site of FEMA's 43rd annual convention.

Grocery Manufacturers of America, Inc. Of further interest will be "Wages and Hours," a talk in which the application of such legislation will be thoroughly explained by Thomas O'Malley, regional director, wages and hours division, U. S. Department of Labor. Dr. Clarke E. Davis will highlight the industry's supply problems in an important address; and the association's eminent attorney and executive secretary, John S. Hall, will review the industry's legal and legislative problems.

Of special interest to all technical personnel will be the address of Dr. Roy C. Newton, vice president and technical director of Swift and Co., who will speak on "Chemicals in Foods," a most important problem before the food industry today.

Of further interest will be the photomicrograph slides of spoilage organisms found in beverages, which have been assembled and will be shown by J. M. Blatterman, of the Warner Jenkinson Co.

Other specialists from business and government will round out the schedule of business meetings and discussions on current problems facing the flavoring industry.

A full schedule of social activities has been arranged by Chris Christensen and the entertainment committee. Included are special features for the enjoyment of the ladies.

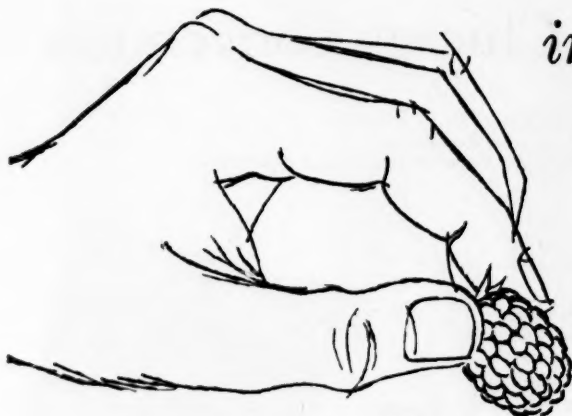
On Monday night an informal dinner dance will take place in the Marine Dining Room of the Edgewater Beach Hotel. On Tuesday night, the President's reception and cocktail party will be held in the West Lounge, and immediately fol-

(Continued on page 93)

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Keep them saying, "Make mine vanilla"

By JOSEPH R. MAXWELL, President
Vanilla Bean Association of America, Inc.

If I should ask what is there about the word "vanilla" that has made the American public cherish it so, I would not know what all the answers might be. I would expect an extract manufacturer to say, "Its the flavor."

The rich, intriguing history of the word, and what it stands for, has imposing sales appeal. But that alone should not be taken for granted if you want your product to impress consumers. Most vanilla products in the market are, at their best, just average. That is the reason why consumers today show no inclination to any particular vanilla. Their preference is often determined by the lowest price.

It is not too far fetched to say that consumers are disappointed with the "vanilla flavor" they are getting. If you want to turn out an unusual vanilla product, it cannot be done without having good vanilla in it, in sufficient quantity to give a characterizing taste easily distinguishable by the average individual. For some unexplainable reason manufacturers, knowing that more vanilla is the answer to better products, usually sidetrack the problem. The cost of genuine vanilla is a traditional issue.

The objective in business is to produce at the lowest price. However, when a vanilla manufacturer starts to cut corners to reduce further costs, he invariably turns out a poorer product, because there are no bargains in vanilla. He only gets what he pays for.

Whatever is done does not change facts unless the basic issue is faced. Once you give consumers a chance to become acquainted with and enjoy the unique, pleasing, likeable, satisfying quality of vanilla, it will without doubt result in greater demand.

Considering the amounts of vanilla used today or called for in many recipes and formulas, one cannot help questioning how a characteristic vanilla taste can be obtained. For instance, it is common for a household recipe to call for one, or even half, a teaspoonful of vanilla to flavor cakes, puddings or other desserts to serve six or eight people. If we examine the actual quantity of vanilla involved on the basis of the better extracts as made today, a little calculation shows that one teaspoonful is only equivalent to the flavoring matter obtained from a tiny piece of vanilla bean weighing somewhat less than one-thirtieth of an ounce. This little vanilla will lend enhancing, blending or smoothing effects to the other ingredients present, but it has been the writer's experience that it is not enough to make consumers enthusiastic over the vanilla they are using.

Always searching for pungent cost substitutes, many manufacturers of "vanilla" flavored products have for-

gotten the flavor and possibilities offered by the genuine article. To increase demand they ought to realize the need to get consumers out of the realms of etherial figments of the imagination into the realities of a recognizable true vanilla character.

Vanilla has always been kept perplexingly secret, as if the public could not appreciate such a wonderful flavor. The average consumer has always been eager for the best. Centuries ago vanilla was not within his reach. He certainly can afford it today.

A flavoring extract manufacturer recently commented very enthusiastically to me about a "discovery" he had made. Briefly, this consisted of carefully selecting two different grades and varieties of vanilla beans, which were made into what I understand was a two-fold extract for one of his ice cream accounts. The extract was used in the same amounts in the ice cream as though it were the regular single strength one he had used previously. The delicious flavor of the resulting vanilla ice cream was outstanding. The economic side of this "discovery" also gave pleasing results. By featuring this ice cream, the manufacturer has been able to cut down production of other, more expensive flavors without hurting his sales volume.

The public needs to be re-introduced to vanilla. Acquainting them with it will provide opportunities for profit to many manufacturers who are interested in having the phrase, "Make mine vanilla," mean what it says. I am sure that the "old version" of the word "vanilla" is a more profitable and more interesting one to consumers.

Unique background

Vanilla has a unique historic and mystic background. The word in itself is relatively modern compared with the prehistoric use of the fruit it identifies. The Totonacs worshiped Aroma as a goddess, deified in the Vanilla Orchid. One of the most beautiful legends of that time tells about a beautiful maiden named Tzacopnitztza, meaning "Morning Star," something like a vestal consecrated to the cult of Tonacavohua. She was abducted by Prince Zkatan-oxaga, "The Young Deer." Caught by the priests, both lovers were decapitated. The legend further tells that in the same spot where the bodies were buried, "The Young Deer" appeared in the form of a tree and "Morning Star" reappeared in the form of an orchid, the vanilla orchid. Seeking the protection of the tree, the orchid embraced it and bloomed profusely. The buds became fruits of heavenly fragrance. Because of this, vanilla was declared a sacred plant and a divine offering.

The history of vanilla does not tell us how it was first discovered, but using our imagination, it is easy to visualize how it might have happened. The fruit of the orchid now known as *Vanilla planifolia*, Andrews as it opens to seed and gradually dehydrates, develops a lingering, sweet and delightful aroma that cannot be compared with anything else in the world. A native venturing into the hot and humid forests of Mexico in the winter months, who

(Continued on page 69)

Survey reveals flavor trends

Flavor men optimistic on business outlook, but less so than last year, returns show in fourth annual survey of extract field

Most flavor extract makers expect that their business during the balance of the year will be either the same as last year or better. This opinion was turned up by the fourth annual flavor extract survey conducted by The Flavor Field Section of Coffee and Tea Industries, formerly The Spice Mill.

Optimism was not nearly as widespread in the industry as a year ago, at the time of the third annual survey.

This time only 35 per cent of the respondents declared they expected business to be better during the balance of this year than last. A year ago, 85 per cent held such views.

About 17 per cent noted in the new survey that they expected business to be about the same, while a little more than 15 per cent looked for things to be worse.

A greater degree of uncertainty about the future than existed last year was revealed by the survey. A shade under 11 per cent said they didn't know what to expect in the way of business during the balance of the year. Also in this category might be some of the 12 per cent of the respondents who chose not to reply at all to the question.

The survey drew replies from all sections of the country, most heavily from the East and the Midwest. Individuals answering the questionnaires for their companies were, in order of frequency, presidents or managers, vice presidents or assistant managers, purchasing agents, chemists, treasurers and a number holding double titles, such as president and treasurer.

Some of the reasons noted for the expectation of better business were very direct. One respondent based his opinion on the fact that he had more accounts. Another stated that

pure vanilla business might be expected to improve because of the price advantage afforded by the increased alcohol drawback and the current low price of the beans. A number of respondents felt that people had held off buying and that they were now running out of inventory.

Other respondents also pointed to the price factor. One said that with the reduction of raw materials costs, flavor prices in his territory were much less than last year, and he therefore looked for business to improve.

Weather was cited as a factor by one extract maker, who said he expected a warmer summer than in the past two years.

The defense program and elections were also mentioned as affecting the flavor outlook. Here's how one respondent put it: "We look for increasing consumer expenditures for foods as the full impact of the defense program restricts other civilian commodities, although in an election year the official agencies may decide to increase civilian goods to prevent major employment dislocations."

The flavor makers who looked for business to be worse were disturbed, in the main, by taxes and labor costs.

One respondent, however, made it clear that although he thought business would be poorer than in 1951, it would be better than in 1950.

As for business so far this year, dollar volume on the whole has been better, but profits have been worse. A shade under 55 per cent of the respondents reported better dollar volume so far this year than last. About 23 per cent said it was worse, while 14 per cent stated it ran about the same. The balance did not reply to the question.

This is the questionnaire used in the fourth annual flavor survey

Here is the questionnaire sent to virtually all flavor extract makers throughout the country in the fourth annual survey conducted by The Flavor Field section of Coffee & Tea Industries. Replies represent all sections of the industry, and regional as well as nation firms.

About raw materials

Which basic flavor ingredients take most of your purchasing dollar? 1. 2.
3. 4. 5.

Which essential oils do you buy most heavily? 1. 2. 3.
4. 5.

Which of your raw materials have felt the supply pinch most? 1. 2.
3. Which have felt the supply pinch least? 1. 2. 3.

About demand

Which flavors are your best sellers? 1.
2. 3. For which
flavors has the demand been increasing? 1.
2. 3. Decreasing?
1. 2. 3.

About prices

Do you find that price control regulations, as they affect the flavor extract industry, are equitable?
Inequitable? Why?

About business

Dollar volume so far this year better than last year? Worse? Profits so far this year better than last year? Worse?
As things look to you now, is your business likely to be better during the balance of this year compared to last? Worse? Why?

Despite improved volume, 46 per cent of the respondents noted that profits have been worse so far this year, compared to a year ago. Only 19 per cent reported better profits. More than 11 per cent said their profits were the same, and 2 per cent declared they didn't know how their profits compared.

Price control, the survey indicates, has not hobbled the flavor extract industry unduly. Of the respondents, 47 per cent said that they found price control regulations, as they affect the flavor extract field, equitable. About 9 per cent declared the regulations were inequitable, while the balance did not answer the question.

No particular hardships were created by the regulations,

explained one respondent. Another flavor maker, expressing views stated by others in varying ways, declared, "The regulations arrested what could have been a runaway market."

Those who found the controls inequitable were no less explicit. One flavor maker said, "They haven't affected us, but it seems unfair to set ceilings on any particular products as long as the general ceilings are going to be as elastic as they have been."

Another respondent in this category explained that the cost of administering the regulations was not warranted by any apparent savings to the consumer.

Supply pinch is easing

The supply pinch in raw materials for flavor extract makers is letting up. This is one of the trends revealed by the fourth annual flavor extract survey conducted by The Flavor Field section of Coffee and Tea Industries, formerly The Spice Mill.

A year ago, 75 per cent of the extract makers replying to the third annual survey cited vanillin as the raw material on which they were feeling the pinch most. This year, in the current survey, vanillin was placed in this category by only a little more than 17 per cent of the respondents.

In fact, nearly twice as many flavor makers—a shade over 35 per cent—said it was on oil of lemon that they felt the pinch most sharply.

A sizeable segment of the respondents, nearly 30 per cent, noted that they had not experienced shortages on any of their raw materials.

A few items tight

Those who were pinched, however, indicated they had also felt it on propylene glycol, oil of orange, glycerine and coffee.

Vanilla continues to dominate the flavor extract field, from the viewpoint of raw material purchases as well as in demand on flavor makers.

Vanilla beans, especially, was cited by more flavor makers than other raw material as the item which takes most of their purchasing dollar. About 47 per cent of the respondents listed vanilla beans in this number one position. An additional 35 per cent put them in second place in this respect.

Alcohol was not far behind vanilla beans as the raw material digging deepest into the flavor maker's purchasing dollar. This ingredient was given first place by a little over 41 per cent of the respondents and second place by 12 per cent.

Vanillin was cited by 9 per cent as the time taking most of the purchasing dollar, while other raw materials given this ranking were coffee and cocoa.

Tabbed as raw materials in second place in demands on the purchasing dollar were oil of lemon and other essential oils, vanillin, coumarin, propylene glycol and coffee.

Listed in third place, too, were essential oils, fruit juices, vanillin, Tonka beans, sugar and alcohol. Sugar was also given fourth place mention by some of the respondents, as were aromatics and colors, coumarin, vanillin, essential oils, glycerine and propylene glycol. Several of these ingredients—propylene glycol, aromatics and vanillin were also listed in fifth place.

The survey confirmed again that oil of lemon was the essential oil flavor makers buy most heavily. In fact, 76

per cent of the respondents gave it this ranking, while another 6 per cent said it was their second most important essential oil.

Other flavor makers cited citrus and orange as the oils they bought most heavily.

Topping other essential oils in second place mention—that is, the oil the flavor makers bought second most heavily—were orange, cited by 36 per cent; almond, 24 per cent; peppermint, 18 per cent; and ginger, 2 per cent.

Orange also led as the third most heavily purchased oil, followed by almond, peppermint and lime, while fifth place listing was given to sweet birch, peppermint, almond and mace.

"Raw material supplies did not present any problems during the year," one flavor maker summed up. "Vanillin, which through most of 1951 was difficult to obtain, is now being offered freely. Oil of lemon has become tighter, but as yet has not affected us except to increase costs."

In demand for their finished products, flavor makers cited vanilla as their best seller by far more flavor makers than any other item. It was listed in this category by 86 per cent of the respondents, while some gave similar and somewhat surprising ranking to coffee and ginger ale, among other flavors.

Less overwhelming but clearly the second best seller was oil of lemon, cited by 58 per cent. Also mentioned as the second best seller was citrus, chocolate, almond, vanilla, strawberry and coffee.

Leading the list as the third best seller was oil of almond. Also in this category was fruit flavors, butter, banana, coffee, spice flavors (such as mace and nutmeg) and custard.

Changes in demand

In pinning down changes in demand for flavors, some of the respondents were rather less specific. About 14 per cent just skipped the question. Another 18 per cent indicated they had not seen enough change in demand for any of the flavors, up or down, to signify a trend.

Those who did reply noted these flavors as ones for which they felt an increasing demand: vanilla, coffee, ginger, pistachio, custard, lemon and peppermint.

Some of these same flavors were also noted by other respondents as being subject to decreasing demand, indicating the possibility of a shift of business from one company to another, rather than an overall trend for the industry. Among the flavors mentioned as in decreasing demand were vanilla, maple, kola, banana, lemon, orange, root flavors and peppermint.

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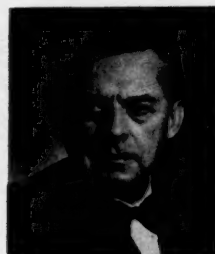
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WORLD'S LARGEST SUPPLIERS OF VANILLIN

Production of essential oils for flavors in the Western Hemisphere

Part 1 of an authoritative article

By ERNEST GUENTHER, Ph. D., Vice President and Technical Director
Fritzsche Brothers, Inc.



Within the last few decades the Western Hemisphere has become a large producer of a number of essential oils indispensable in the various branches of our flavor industry.

Among these let us first discuss the all-important citrus oils. Citrus plants of all sorts were introduced into the West Indies, Central and South America, Florida and California by Spanish and Portuguese missionaries at an early date—between 1493 and 1800. Of the various citrus oils, the first to be produced commercially in the Western Hemisphere was oil of lime, which is now supplied almost exclusively from Mexico and the West Indies. For a long time these latter islands also furnished small quantities of orange oil, but of late West Indian orange oil has been losing in importance.

Prior to 1920 the bulk of orange oil—and this applies also to lemon oil—came from Southern Italy and Sicily, where the fruit was treated chiefly for the extraction of the essential oil, by more or less primitive methods (sponge-pressing and small machines, the so-called *sfumatrici*) and without much regard for the other products that can be recovered from the fruit (juice, citric acid, proteins, etc.). It was only with the establishment of the Exchange Lemon Products Co. at Corona, California, in 1913, and with the foundation of the Exchange Orange Products Co. of the California Fruit Growers Exchange at Ontario, California, in 1920, that the citrus oil industry entered an entirely new phase.¹ With the spectacular development of modern juice canning, particularly during World War II, the American citrus industry has undergone a revolutionary change, and today numerous quantities of fruit (orange, lemon, grapefruit, and tangerine) are processed in California, Florida and Texas for the manufacture of canned juices (straight, concentrated and frozen) and all the by-products (essential oil, citric acid, proteins and cattle food) which a modern cannery must recover from the fruit in order to operate competitively. Truly ingenious machines have been developed; machines of high capacity that express and separate the juice and the essential oil in a single operation. No wonder then that today the United States produces by far the world's largest quantities of citrus oils, and oils of high purity, superior in odor and flavor to most of the foreign products.

In passing, it should be mentioned that in the United States oil of lemon is produced only in California, since conditions in hot and humid Florida are not favorable to the successful growing of lemons—the plant is easily at-

tacked by fungus diseases (lemon scab). Oil of orange is produced in California as well as in Florida, but growing conditions are now better in Florida because of the greater availability and cheapness of land, and because of better facilities for irrigation. On the other hand, the quality of California orange oil in general excels that of the Florida product, a result chiefly of the enforcement of the high standards set up by the California Fruit Growers Exchange, principal producers of the oil. As regards oils of tangerine and grapefruit, they are today supplied mostly by Florida.

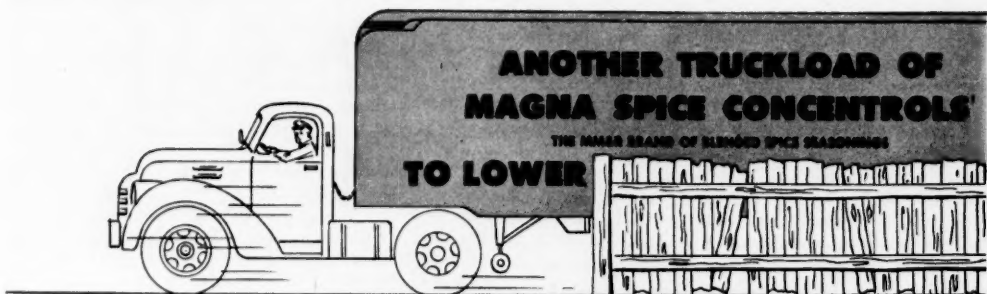
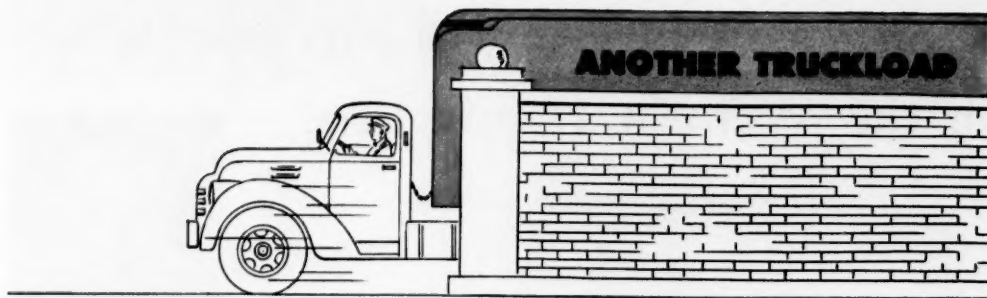
So far as South America is concerned, Brazil started to produce large quantities of orange oil after the outbreak of World War II, when shortage of shipping space temporarily stopped the export of fresh fruit to Europe. For a time Brazilian orange oil was imported to the United States, but with a return to more normal conditions, Brazil has reverted to shipping fresh fruit, prices for which are now so high that it is uneconomical to use it for the expression of oil.

Second in importance to citrus oils, as flavoring ingredients, are oil of peppermint and oil of spearmint. The American peppermint oil industry must have been in existence as far back as 1800.² About the middle of the 19th century, the industry moved from the East to Michigan and Indiana, which states have since produced such large quantities of oil that the United States has become the principal supplier of peppermint and spearmint oils on the world's markets. In 1914 the first peppermint plantations were established in the fertile Willamette Valley in Oregon. Since that time the industry in the Far West has been greatly expanded, owing chiefly to an improvement in facilities for irrigation.

In recent years peppermint plantations in the Mid-West have been afflicted by mint wilt (*Verticillium* species) to such an extent that today an average yield of oil per acre and year amounts to only 26 pounds, whereas in Oregon 40 pounds of oil per acre are quite normal. On the newly started plantings east of the Cascade Mountains in the state of Washington, the yield of oil is even higher, 65 pounds per acre not being exceptional. Obviously, under these conditions, midwestern growers can hardly compete with the producers in the Far West; hence the midwestern industry is now gradually declining.

In 1951, Oregon and Washington supplied about 1,000,000 pounds of peppermint oil, Michigan and Indiana only

(Continued on page 92)



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COFFEE & TEA INDUSTRIES and The Flavor Field

The growth of the flavor field

By **GEORGE H. McGLYNN**, President

The Essential Oil Association of the U.S.A.

Who can say when the flavoring of foods or beverages was first attempted? Or which material was used? Or how many centuries since some remote ancestor first told his spouse she was a good cook?

As a guess, this fascinating art of food flavoring may have originated with the discovery that meat basted with olive oil tasted better than a portion of lean meat. For it is certain that the olive tree thrived in the areas comprising early civilizations; and it required neither special equipment nor mental ingenuity to express it from the ripened fruit. Olive oil was used for food, for flavoring and in the manufacture of holy ointments, and the high consideration in which it was held is symbolized by the biblical prophecy, "Ye shall eat the fat of the land."

That the ancients knew the art of perfuming holy ointments with myrrh, cinnamon, calamus and other materials is attested by many references, biblical and elsewhere. It does not stretch logic to assume that they were capable of like ingenuity in making their food and drink taste better. In Genesis XXVII we read that Isaac commanded Esau, his eldest son, to

... "go out to the field and take me some venison; and make me a savoury meat, such as I love."

Despite all the "chaff, chatter and change" to which this dizzy old world has been subjected, many customs and practices in food and beverage flavoring remain unchanged. Cinnamon, clove, anise, ginger, mace, nutmeg and pepper, to name a few that were beloved of older civilizations, are the same spices which the present-day housewife tosses with graceful nonchalance into her "four wheeler" wire basket, provided so conveniently by our modern supermarkets.

Many of our food seasoning and aromatizing materials require a tropical or subtropical climate for growth and ripening. The fat-off regions of China, India and their neighboring islands are peculiarly blessed by Nature in this respect. And the transportation of spices from point of origin, by caravan, across deserts and plateaus, to the regions of the Near East, constituted the world's first venture in international commerce, to develop into a business of such magnitude and importance that wars and sea battles were fought over hundreds of years to control trade routes and sources of production.

When various nations obtained control over the producing areas they sought to fix prices at high levels by limiting planting and harvesting. It didn't work then; nor has it worked in later years, as we know from recent experience.

One city after another gained precedence as the center of the spice transportation and distribution industry. Attok

was probably the first to win renown, followed by such magical names as Babylon, Damascus, Tyre, Carthage, Jerusalem, Bagdad, Aden and Naples—and finally, New York City.

Driven by curiosity, or any of the other innate urges that make scientists tick, spice and perfume people began to subject these materials to tests and experiments in an effort to segregate and define their active ingredients. This questioning dates back more years than most people realize.

The literature states that a score or more of essential oils, obtained by distillation, were known and in use prior to the sixteenth century. Today the list numbers between 500 and 600—a veritable "flavors unlimited"—with thousands of persons in 45 countries engaged in their production, transportation and distribution.

Unsuited for use in the average household kitchen, due to their extreme concentration and to lack of dosage facilities, essential oils have demonstrated their superior worth in twentieth century mass production of foods and beverages, and have substantially replaced the crude spices in these and other industries.

Essential oils are not imitation or synthetic products, but are obtained by distillation of the natural material; and when blended with food and beverage products, convey to them the true taste, flavor and odor of the flower, bud, seed, root, leaf or bark; all the flavoring values of the source material; plus numerous enhanced qualities, such as uniformity of flavor strength, economy, cleanliness and better control from batch to succeeding batch.

In and about New York City there has centered for some years a group of business firms commonly referred to as essential oil houses. Some have a history of more than 100 years.

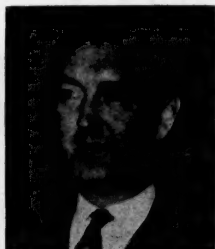
Their business activities consist in (1) buying, contracting and supervising the production of essential oils in all parts of the world; (2) transporting these materials to their warehouses; (3) testing them for quality, purity and freedom from adulterants; (4) processing, clarifying and redistilling them; and (5) distributing them to domestic users and manufacturers. A number of the essential oil houses also do a substantial export business.

If stills for distillation of essential oils are not available at point of growth, the raw material is brought to New York and distilled in the company's own stills or under operations controlled by it.

Some 20 odd years ago, a number of the important houses in the industry, dealers in essential oils and aromatic chemicals, competitors with one another, united for their common good in The Essential Oil Association of the U. S. A.

The association was not formed, as is usually the case, to promote sales or public consumption of a particular product or class of products. It indulges in no propaganda. It has no axe to grind. It does not seek to persuade any manufacturer—whether a maker of ice cream, pickles, beverages, extracts, baked goods or confectionery—that he ought to use essential oils in his flavoring or seasoning operations rather

(Continued on page 92)



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COFFEE & TEA INDUSTRIES and The Flavor Field

The outlook on alcohol

By FRANK E. BENNETT, Chief

*Drugs, Solvents and Detergents Branch, Chemical Div.
Chemical, Rubber and Forest Products Bureau
National Production Authority, Department of Commerce*

Ethyl alcohol is the oldest solvent known to man—second only in importance to water. It has been used since the dawn of civilization to dissolve gloom and despair, two constituents incompatible with happiness. In its non-beverage form it has been a bulwark of our industrial life for many generations.

In World War II industrial alcohol requirements were much greater than at present; in fact, the capacity of the industrial alcohol producers plus beverage producers did not meet the demand, with the result that additional capacity had to be developed and purchases of alcohol made in Canada, Mexico and Cuba. All types of raw material were utilized: grain, molasses, wheat flour, potatoes; in fact, any fermentable material. Every facility capable of producing alcohol was utilized 24 hours a day, seven days a week and, when the war ended, there were in government stockpile 75,000,000 to 80,000,000 gallons, which represented only one and a half months' supply. During that period, the biggest single use for ethyl alcohol was in the production of butadiene, a raw material for GR-S synthetic rubber.

There is no shortage of alcohol but there is a definite shortage of low-priced alcohol, and in the current emergency the situation is different than that of the second World War for two reasons: first, increased capacity of petroleum butadiene was not available during World War II until late in 1944; and, secondly, the Synthetic Rubber Division of R.F.C. (formerly called Office of Rubber Reserve) purchased approximately 120,000,000 gallons of alcohol from France, which relieved pressure on American producers.

In addition, we have had increases in production of synthetic alcohol since World War II which, with the quantity produced by fermentation, has resulted in a comfortable supply picture for normal usage.

As a result of continuing expansion of synthetic facilities, a total of 104,000,000 gallons was produced in the fiscal year ending June 30th, 1951, and the total installed capacity at that date was rated at approximately 140,000,000.

Further additional facilities have since become available, resulting in a total synthetic alcohol capacity of around 160,000,000 gallons at the present time. By the middle or end of 1953, we should have facilities to produce even greater quantities of alcohol by synthetic means, if the plans now in blueprint stage reach construction, and it is presumed they will.

Should the current high cost of grain and molasses continue, the demand for the higher cost alcohol produced by fermentation will, in 1952, be greatly reduced. Because of

federal crop support policies, it is not expected that grain prices will decline to the point where ethyl alcohol produced therefrom can compete with the synthetic product.

The molasses crop now being made in Cuba appears to be the largest in the history of that country, and grave doubts have been expressed as to the ability of Cuba to market molasses at prices approaching those which have held for the past two years. It may well be that the burden of total world molasses supplies will be so great during the next 18 months that prices will again decline to the point where fermentation production can be had at prices approximating those of the synthetic producer. This seems logical in view of the fact that as more synthetic production reaches the market, the fermentation producer will either have to obtain his raw material at a price low enough to compete or go out of business. This means that the once large market for fermentation purposes may disappear and there will be no market for a considerable quantity of molasses.

Because of high alcohol prices, some users have purchased substitutes, such as isopropyl alcohol and methanol, in many instances. One of the largest losses to a substitute has taken place in anti-freeze where menthanol has almost completely taken over the ethyl alcohol anti-freeze business, principally because of price. Other examples, for purely economic reasons, are the substitution of isopropyl alcohol for ethyl alcohol in lacquer thinners and in resin solutions. When prices are more in line, it is probable that some industrial users will revert to the use of ethyl alcohol.

As long as beverage alcohol is produced—and its production is at a high figure—the flavoring extract manufacturer should always be able to purchase quality grain alcohol for his products, and when molasses is low enough in price to permit the fermentation producer to compete with the producer of synthetic alcohol, the material in the form of finest spirits will be available for extracts.

"Make mine vanilla"

(Continued from page 61)

chanced to pass near a vanilla vine, would have been easily attracted and entranced by the exuding aroma filling the air with the exotic perfume of vanilla. Anyone who so comes across vanilla need not be told of its qualities.

Vanilla has always been a mysterious fruit. Those who possessed it were most fortunate. The priceless treasure of the jungle was indeed fit for the Gods. As currency it could buy anything. Vanilla ranked among the rarest and most cherished tributes received by powerful priests and rulers, who delighted in its flavor. Vanilla became one of the most valuable products of commerce long before the discovery of America. It was guarded with jealousy and pride until the conquerors finally got the secret from its discoverers.

(Continued on page 71)

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All phases of flavor extract field to be covered at FEMA meetings

By **WILLIAM H. HOTTINGER, Jr.**,

**First Vice President
Chairman, Legislative Committee
Flavoring Extract Manufacturers' Association**

This old association is holding its regular annual convention and meeting at the Edgewater Beach Hotel, Chicago, on May 26th, 27th and 28th. Preceding the regular convention there will be a cocktail and get-together party of members and their friends late Sunday afternoon, May 25th, the day before the convention actually gets under way with its long business program.

This meeting will be of considerable interest, both from a scientific standpoint on the manufacture and use of various flavors used in foods of various kinds, as well as from the viewpoint of information on various phases of business affecting the companies making up the association, such as alcohol and other tax problems, labor legislation, etc.

It is only by banding together that manufacturers having a common interest and with interchange of ideas, can gradually get ahead and improve their industry. Proof of what this association has done for its members is indicated by the fact that this is the 43rd annual convention of the Flavoring Extract Manufacturers of the United States.

Papers will be presented specifically on vanilla and vanilla products, raw materials and other matters and problems affecting the flavoring industry. Also, there will be persons representing the confectionary, bakery, ice cream and retail grocery trades, to give talks or papers on business in their particular lines, with specific reference, of course, to the flavoring industry and the various products made by our members.

The association has always worked constructively to make worthwhile suggestions to local government officials, as well as to agencies of the federal government, regarding the manufacture, sale and use of the products, endeavoring where necessary to have outmoded laws amended or repealed or new ones passed so that the industry will be governed by scientific research and practices of today, not of many years back.

Laws and regulations governing any industry must be based upon modern conditions, research and study—not on something that perhaps was thought to be right a great many years ago, when research was only on a limited scale.

The association has always prided itself on endeavoring to act constructively, not only by cooperating with all reasonable rules and regulations promulgated by the authorities, but by endeavoring to make better products whether for use at the consumer level or at the manufacturing level.

We are looking forward to a sizable turn-out of representatives of member companies in the United States. Active committees work through the year on research, standards, legislation and other matters, so every member is benefited di-

rectly in some way by the collective work of the association.

This is not a narrow organization. It is made up of companies catering to manufacturers of different kinds of foods, as well as to wholesalers and distributors of these products, and some of the lines include smaller size packages and bottles for ultimate use by the homemaker.

In other words, it is an all-inclusive association, taking into consideration all phases of the industry.

"Make mine vanilla"

(Continued from page 69)

The Aztecs, who were very familiar with vanilla and consumed large quantities of it, used to call it "Tlilxochitl," meaning "Black Flower." The Aztecs were very fond of flowers and many were used in the preparation of their foods. The curled and split black pods of vanilla, filled with tiny, sticky black seeds, like pollen adhering to a honey-filled stigma, and exuding such a gratifying fragrance, could indeed be mistaken for black flowers. The Aztecs might have been even more mystified had they received instead the vanilla flavors of our modern age.

Vanilla plants were taken to the four corners of the world, and with the advent of manual pollination about a century ago, world production greatly increased and costs were lowered. This encouraged the development of better curing methods to overcome the uncertainties of nature. Ever since, production has been quite adequate to supply demand; in fact, the usual tendency is to pro-

(Continued on page 93)

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New blood in old spice traditions

By **HARRY J. SCHLICHTING**, *President*
American Spice Trade Association, Inc.

This year, in leaving the board of directors, I have, of course, many regrets. I have served for nine years, and you can't stop "just like that" without a feeling of loss.

The American Spice Trade Association, chartered in 1908, has served the spice industry well. Always there have been individual workers who shouldered the labor and responsibilities of keeping the many diverging interests together for the common good. Sometimes these stalwarts were few in number. Often these few became discouraged as the human jealousies and greeds, common to mortals, threatened to break up the union.

Gradually, over the years, competitors in the spice business reached a friendlier footing; buyers began to regard sellers as human beings; those who were presumed to have horns growing from their heads were found, after all, to be human and capable of becoming fast friends.

To this change the association contributed fully. The

committee and board meetings brought a few together while the conventions developed into a melting pot where one met all the buyers, all the sellers and all competitors on friendly and cooperative terms.

I do not feel that I am boasting when I say that this convergence of interests has progressed rapidly during the past two years and has made my term as president the pleasantest experience in my business career.

I am retiring for just one reason, namely that one man or one group in office for too long a time—and I am not necessarily talking national politics—tends to centralize the direction, the power and the work to an extent that a rut is formed from which it is difficult to escape.

However, I would not now voluntarily retire from association responsibilities if I did not feel that the work will be taken over by hands as capable as mine and my predecessors', men will lead the association on to even greater accomplishments.

During the past two years the interest of the members in the work of our association has been stimulating both to me and to the board. New faces have appeared on committees, and attendance has been greater at the meetings than I could have hoped for when I took office as president. This is new blood, young and enthusiastic, and

(Continued on page 92)



Program for the American Spice Trade Association's convention

Following is the tentative program for the 46th annual convention of the American Spice Trade Association, which is being held at the Shawnee Inn, Shawnee-on-Delaware, Pa.

To shorten the time of the business sessions without impairing their usefulness, the convention committee has arranged for all reports of officers and committee chairman to be available in writing beforehand. Time will be given at the business sessions for members to ask questions relating to the reports.

The afternoons are therefore left open, mainly for recreation, but they can be utilized for business if something unexpected makes it advisable.

Sunday, May 18th

6:00 p.m.—Reception. 7:00 to 8:30 p.m.—Informal supper.

Monday, May 19th

7:30 to 8:30 a.m.—Breakfast. 9:00 to 12:00—Section meetings. Noon—Hospitality. 1:00 p.m.—Lunch, with a welcome talk by the chairman of the convention committee. 2:30 p.m.—Sports. 5:30 p.m.—"ASTA from 1907", a talk with lantern slides by Lloyd M. Trafford. 7:00 to 8:30 p.m.—Informal dinner. 9:00 p.m.—Bowling (stag) at American Legion Hall. Ladies program at the Inn. 10:00 p.m.—Dancing in the Grill Room.

Tuesday, May 20th

7:30 to 8:30 a.m.—Breakfast. 9:00 a.m.—A sound and color movie. "American Beauty", the story of the meat packing industry. 9:30 a.m.—ASTA's annual meeting. By-laws amendments. Reports of committees. New business. Noon—Hospitality. 1:00 p.m.—Lunch. Speaker, William Harry Widener, "Communism and Economics in the Far East." 2:30 p.m.—Sports. Program for the ladies. 6:30 p.m.—Barbeque or informal dinner, depending on weather. 9:00 p.m.—An event called "You get what you pay for." 10:00 p.m.—Dancing in the Grill Room.

Wednesday, May 21st

7:30 to 8:30 a.m.—Breakfast. 9:00 a.m.—"European Holiday", KLM Royal Dutch Airline movie. 9:30 a.m.—Continuation of annual meeting. Contract amendments. Arbitration forum, conducted by J. Noble Braden, vice president, American Arbitration Association. Election of officers, directors and arbitration committee. Noon—Hospitality. 1:00 p.m. Informal buffet lunch. 2:30 p.m.—Open for continuation of annual meeting, if necessary. 7:00 p.m.—Reception. 8:30 p.m. Annual banquet. Dancing. Entertainment.

Thursday, May 22nd

7:30 to 8:30 a.m.—Breakfast, followed by checking out and departure.



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AMERICAN SPICE TRADE ASSOCIATION

The spice year

Here, again, is a review of the spice year since the last ASTA convention—as distilled from the weekly Spice Letters of the association.

Written by Executive Secretary Winter, the Spice Letters are charged with a dry wit that takes them out of the realm of routine reading and makes of them a weekly event spice folk look forward to with delight.

These extracts—the result of a series of anguished decisions on what to leave in or cut out—make a uniquely fresh, on-the-scene review of spice doings, a review which retains a good measure of the Winterian touch.

New project

The Board of Directors authorized an appropriation to establish a fellowship in the University of California under the direction of Professor Reese H. Vaughn for the comparison of spices versus spice oils in the pickle industry.

No rest for the weary

The Board of Directors, like other expendable humans, appreciate and need rest in general and vacations in particular. Therefore, they seldom meet between June and September. This year, however, to consider the additions and modifications of ASTA Spice Standards, as required by the contract amendments voted at the annual meeting, a board meeting was held on July 25th at the Hotel Astor in conjunction with a joint meeting of the Standards, Research, Reasearch/Liaison and Contract Committees.

On good authority

In the July issue of FOOD ENGINEERING, an article by George T. Carlin, of Swift & Co., Chicago, describes their tests of antioxidants in cake-mix. This study parallels the work being done at the Hormel Institute under the fellowship which the American Spice Trade Association established over a year ago. It reads, in part, "There is no better antioxidants than ginger."

24,582 bakers

The poppy and caraway seed tasting at the Holland House Restaurant last April not only proved to be a success, but also marks the development of a new technique in our public relations.

The success of the project is proven by the fact that in Bakers' Helper of August 18th (circulation 24,582) there are eight pages devoted to a description, with recipes and half page illustrations, of many of the poppy and caraway seed confections shown and tasted at the Holland House.

Compromise

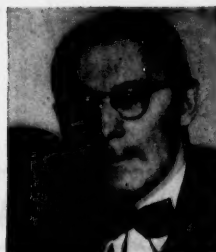
In response to the protest of our Traffic Committee and many other interested groups, the New York Committee of Inward Far East Lines has modified its proposed rates for wharf penalty charges which it had announced would be effective on October 1st, 1951, and they have now published lower rates effective on that date.

A joke, an anecdote, a gimmick

These are the three softener-uppers in public speaking that

By ERNEST H. WINTER,

Executive Secretary
American Spice Trade
Association



are recommended in the Spice Speakers' Manual by Bernard L. Lewis, published by ASTA.

Through the New York Herald Tribune some 14 engagements have already been made for spice speakers to speak spically to women's groups in and around New York City. Enough courageous volunteer orators have already been found to take care of these meetings . . .

Copies of the Manual are available to any members really interested in speaking, and may be obtained by application to this office.

Another milestone—Mexican Fiesta

At 8 o'clock, what with the music, the spicy smells and the general air of reunion, the worst pessimist of the Association could see that ASTA's Mexican Fiesta was to be a success.

It is difficult to imagine a more carefully planned menu. Conspicuous by their absence were the foods which Americans usually associate with Mexican cookery.

The Mexican motif was sustained and the dinner still suited to the American taste—not as easy as it sounds.

Publicity values are difficult to evaluate, but by all known standards and gauges the Mexican Fiesta was ASTA's most successful single public relations achievement in its history. Never before have ASTA dinners received notices from all three of the largest syndicated publications that have food departments—King features, which includes most of the largest circulation newspapers in the country; N.E.A., which syndicates 1,200 newspapers; and Associated Press, with 60,000,000 circulation.

Oil-treated pepper

The following telegram was sent to all spice associations in Cochín. Alleppey and Bombay, India:

"REFER OUR LETTER NOVEMBER NINTH PLEASE ADVISE ALL SHIPPERS THAT TWO LOTS OIL TREATED PEPPER HAVE BEEN DETAINED BY FOOD AND DRUG ADMINISTRATION."

The Pepper & Ginger Merchants Association of Bombay replied in part, as follows:

I am directed to inform you that my association extends its wholehearted cooperation to you in stamping out this practice of oil-dressing.

An increase

We hope to get into the schools and into the United States Department of Agriculture rural farm home demonstration program. A selected list of 1,000 best schools most interestd will be sent a 3¼ by 5½ inch card which has printed on it a "Spice for Flavor" recipe and the

(Continued on page 77)

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ASTA goes to school

By **MICHAEL F. CORIO**, *Chairman
Publicity Committee
American Spice Trade Association, Inc.*

In the February issue, we discussed the general overall publicity policy and program being pursued by the American Spice Trade Association. Of particular interest this year is a new approach which we are launching—directing educational interest at younger people through schools and universities.

World War I and World War II have definitely established the fact that Americans in Europe have always found traditional European-type cooking not only exotic and refreshing, but also very economical.

From a culinary point of view, America has always been considered a "meat and potatoes" country. The abundance of good food in this country has channeled our eating habits into a preference for prime cuts of meat, etc. With the meat shortages which developed during World War II, and the subsequent high prices, American homemakers have been more and more directed towards economy-priced foods and naturally the past-masters for this type of cooking can be found in traditional European kitchens.

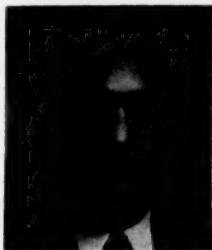
Spices and herbs are the answer. The successful use of spices and herbs has always been classified as a secret by many famous chefs. The American Spice Trade Association seeks to simplify the whole procedure and create for the homemaker not only an exciting adventure out of cooking but also a substantial aid to combat rising costs in food materials.

This year, as usual, we have selected for each month one of the many spices, seeds or herbs which will be highlighted in our publicity work.

We have developed a selected list of home economics teachers throughout the country who will be receiving each month during the school year a five by seven inch card upon which is printed one of our best kitchen-tested recipes. This recipe is especially selected and written for demonstration purposes, featuring the "spice of the month." Attached to the recipe card in a glassine envelope will be a sufficient quantity of the spice to prepare and cook the recipe which is recommended. It is hoped that in this way teachers will have something tangible to put before their classes and that through their instruction a better education can be given future homemakers in the proper way to successfully use spices.

In addition to this recipe card program, one of our most important and unique undertakings this year involves the preparation of two film strips.

These film strips are 35 mm. film, each containing 50 frames (pictures). One film strip, which is entitled "The



Romance of Spices," will deal principally with the history and origin of the spices most commonly used. A carefully-prepared script will accompany these film strips and will be designed in such a way so as to be read to the audience while the films are being shown. The second film will be called "Spice for Flavor" and will deal with the proper selection, use and storage of spices in the home. Recipes and particularly attractive dishes will be illustrated and the whole film, together with the script, will be designed to provide a 30 to 40 minute educational program.

These two film strips will be offered on a loan basis to the same home economics teachers who will receive our monthly sample cards, and will also be made available to clubs and other groups if they so desire.

A considerable amount of interest has already been developed in these film strips and work is being rushed as rapidly as possible to complete them.

It is very interesting to note that considerable inquiries have come to the association from outside the United States, requesting that these films be made available to them as soon as they are completed.

Our booklets, "ABC of Spice Cookery" and "Spices," will also be supplied to the teachers on our list, as will any material that is developed during the year.

This is simply one of many projects whose accumulated effect we hope will be to continue the current trend toward the increased use and understanding of spices and good cookery.

The spice year

(Continued from page 75)

proper amount of the actual spice in a glassine envelope stapled to the card featured in the recipe.

Methodology

Pressure from buyers has caused the association to realize the necessity for uniform methods of testing in order to establish uniform specifications. To that end the Research Committee has placed a fellowship in the Mellon Institute at the University of Pittsburgh.

Even the jails

Since our report on the "Pinch A Penny And Spoil A Steak" campaign (against imitations in shakers obviously meant for pepper on restaurant tables), we have seen the release, or a reasonable extract thereof, in the following publications with the circulation indicated.

Institutions—44,309 hospitals, hotels, asylums, and all types of institutions where food is served, even jails. They may not serve filet mignon, but certainly are or should be interested in making cheap foods palatable.

"Food Field Reporter"—12,000 merchants and private individuals generally interested in food.

Restaurant Review—7,134, mostly restaurants.

(Continued on page 50)

How credit moves spices into the U. S.

By CHARLES E. ROGERS, Assistant Secretary
Irving Trust Company

In its delightful booklet, "Spices," ASTA has pointed out that Columbus might not have discovered the Western Hemisphere if he had not been able to convince financial backers of the possibility of finding pepper and other spices across the seas.

The spice importer today does not have to speculate on finding a New World in order to carry on his business, but, working under the complex procedures of modern commerce, he relies on financial institutions almost as heavily as Columbus did. As he sends dollars to dollar-hungry countries, he provides them with purchasing power and creates two-way trade, and as he brings needed commodities here, he looks to professional lenders at almost every step of the way.

The letter of credit is the basic financial tool.

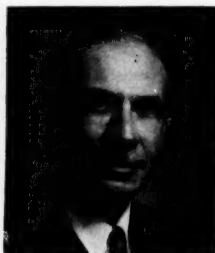
Spices start on their way to this country when exporters in important foreign centers accumulate stocks from traders representing the plantations. After samples satisfactory to the importer have been submitted, a contract is executed stipulating the quantity, quality, price, shipping date, etc., of spices to be shipped.

The importer, in his turn, applies to his bank for the issuance of an irrevocable letter of credit and executes a formal application specifying the amount for which it should be opened, the tenor of the drafts to be drawn, the documents to be presented, the quantity and description of the commodity to be shipped, the destination, and the latest date on which the draft must be negotiated. The bank then obligates itself under a clause in the letter of credit reading something like this:

"We hereby agree with the drawers, endorsers and bonafide holders of the drafts drawn under and in compliance with the terms of this credit, that these drafts shall be duly honored by the above named drawee on presentation and surrender of the documents."

For this reason, the arrangements between the bank and the importer depend heavily on the credit standing of the latter. In some cases only the guaranty of the customer is required, together with his promise to perform in accordance with the terms and conditions embodied in the letter of credit application. Other customers might be required to place the transaction on a fully or partially secured basis.

To the space shipper, the irrevocable character of the letter of credit is doubly important. He knows the letter of credit cannot be cancelled without his consent. In addition, because the financial obligation has been transferred from the buyer to the bank, the shipper can discount his draft at his local bank at a prime rate and thus receive his money immediately at a minimum of cost.



Upon receipt of the letter of credit, the shipper prepares his documents, such as invoice, consular invoice, weight certificate, and certificate of origin if required, and obtains a full set of bills of lading from the steamship company whose vessel will transport the spices. Credits for spices are usually payable in dollars or sterling but may be issued in other currencies. The bills of lading are generally drawn to the order of the bank issuing the credit. Most spice transactions are consummated on a cost and freight basis, the importer effecting the insurance. The shipper then draws and attaches his draft to these documents. He is paid in local currency by the negotiating bank in the foreign country when it is ascertained that the documents conform to the terms of the credit.

The negotiating bank forwards the draft and documents to its United States correspondent bank for presentation to the bank which issued the letter of credit. There the documents are again carefully examined and, if they are found to be in conformity with the terms of the credit, the draft is honored. However, if any discrepancy exists, the importer is notified and his authorization to waive the discrepancy obtained before the transaction is consummated. Alternatively, the documents are held at the disposal of the negotiating bank which is immediately informed of the discrepancies which have not been waived.

Spice credits in favor of foreign shippers are generally issued available by drafts drawn at sight, 30, 60 or 90 days sight. If a draft is drawn under a time credit, the issuing bank places its "acceptance" on it whereupon it becomes payable on a definite future date and returns it to the presenting bank. The accepting bank retains the documents, and advises the customer of the maturity date of the draft. Upon receiving notice of the arrival of the steamer carrying the spices, the importer applies to the bank for the documents in order to obtain release of the merchandise.

Now one of two things happens. Either the bank turns over the documents to the importer against payment or under a trust receipt agreement. Let us assume that the customer is entitled to trust receipt privileges. The documents are released to him against a trust receipt which he signs. This provides that the title to the spices remains with the bank; that he receives the documents as trustee for the bank; that he will keep the shipment insured; and that he will hold the spices, or the proceeds thereof, at the disposal of the bank. (The legal recognition of the status of trust receipts varies in several states in this country but quite a number of them have adopted the Uniform Trust Receipts Act.) Some time before the maturity of the draft the importer arranges to deliver the spices to his buyer against immediate or deferred payment and reimburses the bank when such payment has been received.

Thus, we have seen that through the use of the letter of credit it is possible to finance the movement of the spices from the foreign country to the United States importer, and thence to the ultimate buyer *without the immediate outlay of cash* by the bank or its customer in this country. Moreover

(Continued on page 91)



The Shawnee Inn, where ASTA's 46th convention is being held.

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to the

1952 CONVENTION

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Clockwise from left: ground nutmeg, whole mace, cinnamon sticks. Foreground, cloves. Center, whole nutmegs.

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46 Annual Convention of the Spice Trade

Shawnee-on-Delaware, Pennsylvania, May 18-22, 1952

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Cloves, beginning the long journey from Zanzibar

Spice millings

AMA recognizes use of spices in low-salt diets

The use of spices in low-salt diets has been recognized by the American Medical Association through a report which appeared in a recent issue of the association's journal.

Thousands of heart and high blood pressure sufferers who are restricted to

low-sodium diets will be relieved to know that they can eat flavorful meals without measurably increasing their sodium intake. Patients on low-sodium diets have been "cheating" because they cannot stand tasteless food. For some time doctors have been suggesting spices. Authoritative research now verifies this use of spices for increasing palatability.

The use of spices in such diets led Dr. C. A. Elvehjem, prominent research chemist, and C. H. Burns to make a study of the sodium content of spices. Their article in *The Journal of the American Medical Association* reports the results of salt analyses made on 100 samples of commercial spices. The work was conducted at the Uni-

versity of Wisconsin.

Out of 41 different spices, only five were found to have concentrations of more than 0.1 per cent sodium. And of these, only dried parsley and celery flakes contained enough salt to warrant ruling them out of low-sodium diets, according to the chemists. Many of the spices had between 0.01 and 0.02 per cent concentrations of sodium and most showed less than 0.05 per cent.

"These figures indicate," say the authors, "that with the exception of celery flakes and parsley flakes, the amount of sodium contributed through the usual amount of spices used is insignificant, and that most spices can be used safely in low-sodium diets."

For the tests, the chemists used samples of natural spices sent to them in regular commercial packages by several different manufacturers. Each sample was analyzed at least two times by means of a flame photometer.

Where the chemists received samples of the same spice from different companies they analyzed each separately. They reported "remarkably good correlation" between products from different sources.

The report was made to the American Medical Association Council on Foods and Nutrition.

Conrad J. Dammann joins ASTA; agent for Alleppey pepper shipper

Conrad J. Dammann, prominent for many years in import and export circles in this country, has been voted a member of the American Spice Trade Association. Mr. Dammann is the ex-



Conrad J. Dammann

clusive agent in North America for the Reliance Trading Co., Alleppey, India, shippers of black pepper.

Long identified with the import of products related to spices, Mr. Dammann is agent in North and South America for Toolsidass Jewraj, Calcutta, shippers of burlap. He is a member of the Burlap and Jute Association.

During the last war, he was with the War Production Board for four years as chief of the Textile Bag Section. He is now a consultant to the National Production Authority on burlap and textile bag problems.

Mr. Dammann, who handles shipments of jute bags for coffee and sugar, is also president of the Conrad Commodity Co., which does a general export business.

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Marine insurance of spices

By CLEMENT L. DESPARD, *Chairman
Despard & Co., Inc.*

The protection of spices (marine insurance) for the voyage from point of origin to port or place of final destination is not a complicated problem.

The standard cost, freight (and insurance) contract of the American Spice Trade Association presently in effect clearly establishes the fundamental terms of coverage. Insurance must be furnished either by the seller or the buyer subject to particular average irrespective of percentage, the protection to extend from warehouse to warehouse and to include the "institute both to blame collision clause," to incorporate American Institute cargo clauses or equivalent, and to be with first-class companies.

Claims must be payable in New York in United States currency. The insurance must include war risk subject to American Institute form, or equivalent, prevailing at the time of shipment. But on C. I. F. sales, any expense for war risk coverage in excess of one-half of one per cent is to be for the account of the buyer and the rate is to be approximately that ruling in New York at the time of shipment.

On spices sold cost-and-freight, the terms will be as indicated, and if the terms of payment are cash against documents, the buyer shall, upon request of the seller, furnish full particulars of such insurance and produce valid certificates accordingly.

In the event of loss of the vessel, merchandise is paid for whether or not the vessel was lost before or after declaration. When the terms of payment are cash on arrival of vessel and the vessel is lost, the buyer pays against a complete and proper set of shipping documents on the originally scheduled arrival date of the vessel, but if the merchandise is sold on delivered weights and the vessel is lost, payment is due on the certified shipping weights, or if those are not available, on shipper's invoice weights.

Other perils

The terms of the London General Produce Brokers Association contract are substantially the same. There is a slight difference on the time of passage of title and the percentage of the franchise, but this does not effect the fundamental terms of the marine insurance.

While the stipulation contained in the contract requires that particular average, irrespective of percentage, covering from warehouse to warehouse, must be furnished, it frequently happens that many buyers and sellers (in fact it is prudent to do so) extend the insurance to cover other perils, such as damage by sweat of ship's hold, contact with other cargo, damage by fresh water, theft of an entire package and, in loss or damage from any external cause.

Such broadening of terms would not be a violation of the Spice Trade Association requirements, which ought to be looked upon as minimum requirements. Obviously, the more protection afforded the merchandise, the greater the security of the contract.

The matter of insurance values should not be overlooked. For importation into the United States, it is necessary that shipments be insured on a basis which will provide sufficient value to insure payment in full for general average contribu-



The Shawnee Inn, site of ASTA's 46th annual convention.

tion. General average is accessible on the basis of arrived values and it becomes necessary for the owner or importer to maintain sufficient insurance to provide protection based on cash values at the time of arrival. This may be accomplished by increasing the basic declaration values from time to time, or by placing insurance to cover excess general average contribution, or by adding a clause to the open policy which would provide that goods are valued at the highest market value attained during the currency of the insurance and consequently premiums and losses would be payable on this basis.

There are some variations to the market value clauses depending upon the extent of the coverage. The reports of these values may be made to the open policy insurer after arrival and as soon as known to the assured, or on a monthly bordereaux of merchandise at risk.

It should be particularly noted in the association's contract on C. I. F. sales that war risk, if in excess of one-half of one per cent, shall be for the account of the buyer and it should, therefore, be kept clearly in mind that in the event of political disturbances and a rapid increase in war risk rates, the buyer should be alert in order to protect himself.

It should also be clearly understood that war risk only attaches while waterborne; no protection is provided on shore, except during transshipment for a limited period. The premium charge for damage by strikes, riots and civil commotions is generally included in the war risk cost, although these hazards are actually covered by the marine contract.

Finally, it is important that insurance should be effected with underwriters who, irrespective of economic conditions, may be counted upon to respond promptly in the event of a claim. This would, of course, mean that marine insurance should be effected with first-class companies.

There have been no recent developments in the marine insurance field since the inception of the American Spice Trade Association's cost, freight (and insurance) contract some years ago. Insurance since that time has been stable and there seemed to be no necessity for any developments which can improve the contract or its protection.

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Mustard seed output for 1952 in the Northwest

*By E. L. McDONNELL, E. L. McDonnell & Co.
Spokane, Washington*

The production of mustard seed in the United States is confined largely to the north central section of Montana, with a very small acreage in Washington and California.

The Alberta, Canada, mustard seed production, most of which is exported to the United States, has also become a considerable factor in the mustard seed picture. During 1951, Alberta produced about 80 per cent as much as Montana, a large percentage of which was handled by Montana dealers, direct from Alberta growers.

Prospects for Montana production this year indicate that acreage may be reduced about one-third below last year's production, due to lower prices for mustard seed, and higher government support prices for wheat, as well as increased pressure from the Department of Agriculture for the farmers to produce more feed grains, such as barley.

It must be kept in mind that the 1951 crop average yield was 520 pounds per acre for yellow mustard seed compared to the 1940-49 average yield of 380 pounds per acre, this due to exceptionally good growing conditions in 1951.

Moisture conditions for the spring planting in the Montana area are good, and planting began about the last of April and will continue through most of May.

There is a fair supply of old crop seed on hand in Montana, a large percentage of which is below No. 1 grade.

The production outlook for the Alberta growing area is somewhat similar to Montana's, with the lower price for

"Trends in Spice Distribution"

*By LESTER W. JONES, Director of Purchases
McCormick & Co., Inc.*

In a forthcoming issue! Watch for it!

mustard seed in prospect and the same or a little higher price on wheat than was in effect last year.

The acreage planted to mustard seed in Alberta this year will probably run from 15 to 25 per cent less than last year. Inasmuch as the Albert growing area joins the Montana growing area, moisture conditions, crop conditions and production, on the basis of yield per acre, is very similar to that of Montana.

There are fairly sizable quantities of sample grade and off-grade mustard seed on hand in Alberta, but many of the lots are of too low a grade to be used for food purposes and will probably be converted into oil. This was due to the very wet harvest season last year.

The outlook for mustard seed production in Washington this year is that the acreage will probably be about the same as 1951, but is expected to amount to only a very small percentage of the U. S. production. There is very little, or no, old crop Washington seed available, except for planting purposes.

Where is pepper headed?

By **ALFRED JOENSSON**, *Manager*
Joensson & Cross Division
World Commerce Corp.

The pepper market is being subjected to a severe price test, but there is an unusual basic unanimity in various conflicting points of view. Nearly everyone thinks that the price of pepper is going lower and the abrupt and far-reaching decline during the last three months lends weight to such on opinion.

Perhaps an examination of the present underlying factors may be of interest. The long advance in pepper began in earnest during early 1949. At that time, heavy speculation started in the terminal markets of India and the distributing markets of Europe and America. This speculation continued until about March 3rd of this year, when a general commodity slump in India began and forced a decisive showdown with many failures.

The bull market in pepper started in 1949 at a low of 60 cents and reached a high on the spot of \$2.90 in August, 1951.

Imports into this country have varied considerably, as the accompanying tabulation of the last five years, and the average import values, will show.

The present Malabar crop is being variously estimated at from 20,000 to 25,000 tons, and there is one estimate as high as 30,000 tons. These estimates are uncertain, since the production of pepper is still a cottage industry in India and has not, as yet, assumed the character of estate cultivation, such as was the case in Banka before the war. However, an on-the-spot investigation by our Mr. Skej convinces us, that the crop will yield a minimum of 24,000 tons.

Little information has been received with regard to the size of the 1952 Lampong crop, and the high estimates of last year's crop were not fulfilled. However, the fore-crop looks promising.

Consumption has continued depressed and probably does not amount to more than 50 per cent of prewar throughout the world, but there are indications that with continued lower prices consumption would pick up.

There is an export tax levied on pepper in India, as well as in Indonesia, but lately most Asiatic countries have reduced export taxes considerably. On pepper, the export tax is still 30 per cent, and under present uncertain conditions this export tax retards purchasing for forward shipment.

The spot visible stocks in New York warehouses as of March 31st, 1952, amount to approximately 86 tons—in addition to which there were about 1,500 tons afloat or on the dock. The quantity engaged for April shipment may be conservatively estimated at about 500 to 700 tons. Thus it will be seen that to a degree India still holds a large stock.

The average 50 year prewar price of pepper was about 12½ cents per pound, with a high figure of 44 cents and a low of about 2¾ cents per pound, which latter figure was reached in 1937 as the result of an enormous over-production in Indonesia following the scarcity in the late

Pepper Imports, Value, Prices

CALENDAR YEAR	TOTAL IMPORTS TONS	AVERAGE IMPORT VALUE BLACK PEPPER PER LB.	NEW YORK SPOT MARKET PRICE	
			BLACK	WHITE
1947	18,124 Tons	—	—	—
1948	17,300 "	—	—	—
1949	11,949 "	—	—	—
1950	14,796 "	—	—	—
1951	10,755 "	—	—	—
1952 (3 months estimated)	2,500 "	—	—	—

1920's. Thus the present price for shipment from India and Indonesia of about \$1.00 per pound cannot be viewed as other than a very high price, even though it includes a government imposed export tax of 30 per cent ad valorem.

The present worldwide slump in commodity prices has hit India particularly hard, and a huge amount of money has been lost there during the recent Indian debacle, which started early in March. Ready money in India is both scarce and high in cost, and I doubt that there is much speculative courage in India on the long side. It is said that the growers are rich and can well afford to carry their stocks through the monsoon, which starts in about six weeks (from this writing) and impedes shipping for about three months. Since pepper is still a cottage industry, I doubt the validity of this statement.

Pepper production is now overtaking a heavily reduced consumption, but it is argued that a consumer—such as Germany for instance—may again increase her consumption to prewar levels.

I doubt that any definite price trend will emerge until this year's crop in the Lampongs and in Borneo appears on the market for sale.

At present Indonesia is selling at lower prices than India. If India is wise she will forthwith reduce the export duty to half its present impost, as she has already done on other export articles. It is my information that such a step is in contemplation in Indonesia.

As far as white pepper is concerned, there is little to be said. At one time, production in Banka and North Borneo amounted to about 17,000 tons annually, but during the war the plantings of pepper in Banka and Borneo were destroyed. Production in Sarawak is again flourishing, and it is expected that this year a crop of 2,000 tons or more may be produced and harvested.

The trade has become accustomed to the use of decorticated Lampong black pepper of very high quality, but if the decline in the white pepper price continues at its present rate, imported white pepper is likely to recapture the trade.

Film strips on spices

Two black and white strip films on the subject of spices, for use in connection with the speakers program and for distribution to home economics classes of high schools and colleges, will be widely distributed during the year.

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Canadian Spice Association greet American trade at 46th ASTA convention

By D. T. WILLIAMS, President
Canadian Spice Association

This article was developed, Mr. Williams points out, in cooperation with W. J. McKenn, secretary of CSA's publications committee.

It gives me a great deal of pleasure and satisfaction to send greetings to the American Spice Trade Association on the occasion of its annual convention. I am sure that all members of the Canadian Spice Association join me in sending this message.

We, of the spice trade in Canada, have watched with great interest the work which your association has accomplished this year. Particularly we are impressed with your crusade to promote the use of top quality spices and seasonings.

We always look up to ASTA as a kind of elder brother, and although our size and importance and the scope of our activities are hardly comparable, nevertheless, we are trying to emulate your fine example.

Time marches on, and this year CSA celebrates its tenth birthday. To some of us it seems just yesterday that we formed our association to assist the Canadian government in the procurement and distribution of spices in Canada during the war. It is nice to reflect that, by our organization, the spice trade in Canada has been drawn together. Our association continues to flourish and practically every grinder, dealer and agent in the spice business in Canada is in our membership.

This year we look forward to our annual meeting in June at the Seignior Club at Montebello, Quebec.

The spice business in Canada has never been in a more flourishing condition. There is no doubt that the public and certain industries have far greater interest in quality seasonings than has ever been evident. This interest continues to grow and expand from month to month. In view of the present dollar value of all these materials, the industry is becoming far more important on a dollars-and-cents basis. Certainly it is easy for us to prove these facts, for several of our members have records of their respective firms which go back to the middle of the nineteenth century. We are optimistic that this trend will continue.

As time goes on, I hope our associations may continue, each in its own way, to promote all that is worthy in this fine old trade. It is a fact that the spice trade is world-wide in scope and can do much to increase international understanding.

Best wishes to you all from all of us, for a most successful convention at Shawnee.

Bulletin on dry filler

Filler and Conveyor: The advantages and operational details of the new Whiz-Packer combination of filling machine and conveyor are completely described in the latest bulletin now being distributed by Frazier & Son, Belleville, N. J. Illustrations of the combination show a dual set-up of Whiz-Packer Filling Machines and endless belt conveyors for filling flat-bottom containers with dry products.

Clove prospects in Zanzibar

By R. O. WILLIAMS, General Manager
Clove Growers Association
Zanzibar

Zanzibar and its sister isle of Pemba, where, incidentally the major part of the clove crop of Zanzibar is grown, is the prime supplier of cloves to the world's markets. These islands together produce more than 80 per cent of world supplies. The only other production area of any consequence is Madagascar.

The clove is a very old established crop in Zanzibar and Pemba, and it is estimated that there are at least 4,000,000 trees, the greater number being more than 50 years old. The trees bear irregularly and it is quite a common procedure for a heavy crop to be followed by one or more light ones.

The clove tree, like most other crops of commerce, has its troubles in the way of diseases and pests, the most serious being a disease known as "sudden death" which occurs in epidemic form only in the older age groups of trees, and a condition known as "die back" in young trees or in the branches of mature ones. There are also heavy losses in occasional years from drought.

The cumulative affect of these troubles on the clove crop has been more than offset as a result of the assistance given to the industry by government and the Clove Growers Association over the last three decades in financing, raising and distributing clove seedlings for replanting in the groves where the losses have occurred.

The increased demand for cloves at higher prices since 1949 has given much encouragement to the replanting program.

During the war and for three or four years after, the price of cloves remained at a low level and quite heavy stocks were carried in Zanzibar by the Clove Growers Association, by dealers in cloves, and also by the actual growers themselves.

I should say here that a function of the Clove Growers Association is to provide a floor price for cloves, and in years gone by large stocks have been accumulated by this means.

With the increased demand and better prices during the last few years these stocks have been liquidated, and the open market having become more remunerative for the grower, no stocks have been sold to the C.G.A. at the floor price.

Growers also have the advantage of being allowed to deposit their cloves in the custody of the Association, with or without a cash advance, and it is customary for them to make good use of this service. The system of the guaranteed price is, however, still in force and of course would operate in the event of a serious drop in price in the local market.

The change for the better in the overseas market in

recent years has also caused a reduction in the stock held by Zanzibar traders and at the time of writing it is estimated to be not more than 1,200 tons, with a prospect of a very light crop during August and September. It is too early as yet to comment on the following (November-February) crop and the most one can say at the time of writing is that the trees in general are in very good condition.

So much for the immediate future, but with a crop such as the clove, with fluctuating yields, it must be considered in cycles of years and the tendency from the beginning of the century has been progressively upwards.

Pemba had an all-time record crop of 16,903 tons last year and Zanzibar's total crop for the last two years was equal to that of the total of the four preceding years. The highest crop previously recorded from Pemba was 14,442 tons; the all-time highest for Zanzibar island, 6,977 tons, was harvested in 1937-38.

The accompanying table shows the progressive upward trend of yields in ten year cycles for the two islands.

Now as to overseas markets, the export of cloves which had seriously declined in the later years of the last war, made a sharp recovery in 1946 and the heaviest exports of all time, 17,726 tons, were exported in the year 1950.

The Dutch East Indies and India are the principal countries of consumption and there are no considerable changes over many years in the ultimate destination of exports, but it is interesting to note the change in the primary destinations for the large portion of the exports

Clove Production in Zanzibar and Pemba
(in ten year cycles)

Year	Zanzibar	Pemba	Total
1901/2 to 1910/11	17,301	1,832	65,633
1911/12 to 1920/21	24,803	60,926	85,727
1921/22 to 1930/31	29,048	62,721	91,769
1931/32 to 1940/41	28,690	77,133	106,423
1941/42 to 1950/51	22,239	46,551	108,790

of these islands. Zanzibar's supplies to the Dutch East Indies, our largest consumer came to a sudden stop in 1942 on account of the war and direct exports were not resumed again until 1946 and then only on a small scale. In place thereof, large scale increases in exports from Zanzibar took place to both India and Singapore, to which countries the Indonesian trade in Zanzibar's cloves had shifted. In the last three years, exports to India have reverted to a more normal quantity, the difference being partly offset by further increases in exports to Singapore, and some noticeable improvement in direct exports from Zanzibar to Indonesia.

Prices in the world's markets remain at a high level and the present position of world stocks does not warrant the guess that these will be seriously reduced in the months to come.

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Chili powder —the American seasoning

By LLOYD C. BELLISIME, Vice President
Gentry Division, Consolidated Grocers Corp.

It has long been generally believed that chili powder is a Mexican spice—or, at best, a condiment used only to season traditionally Latin American dishes, notably chili con carne, tamales, enchiladas, and so on. Another popular misconception is that chili-seasoned foods are necessarily hot, or highly spiced.

Both concepts are wrong. Chili powder is one of the few truly American seasonings. Not only did it originate in the United States, but the principal ingredient, chili pepper, is cultivated, grown and processed in large quantities here — chiefly in the coastal areas of southern California. Typical "south of the border" cookery on the other hand, is accomplished by using the whole chili pepper, to which other spices may or may not be added. One of their popular dishes using whole chili peppers calls for the inclusion of chocolate. Actually very little chili powder is sold in Mexico.

Somewhere along the line (no one knows exactly how or when) someone got the idea of grinding the dried ripe chili pepper and mixing it with ground cumin, oregano, garlic and salt to produce chili powder.

The result is a palate-pleasing seasoning which has become a favorite of such well-known Americans as Admiral Nimitz, Westbrook Pegler, President Truman and the late Will Rogers, to mention just a few.

As for the foods in which chili powder is used, the range runs from soups to salads. Chili powder is an excellent complement for fish, eggs, vegetables, casserole dishes and, of course, meats and poultry. It is perfectly at home with macaroni and spaghetti, and adds a colorful and tasty lift to corn on the cob.

Although the domestic consumption of chili powder is higher in the Southwest than in other parts of the country, consumers and food processors everywhere are becoming more chili powder conscious all the time. For example, chili, American style, is a staple item on many school lunch programs in all parts of the Midwest; in the East, restaurants and institutions are adding chili-flavored dishes to their menus to provide tasty variety at comparatively low cost.

In one month, chili-seasoned canned meat products totaled more than 26 per cent over all consumer products containing meat, according to official figures published at that time by the Bureau of Animal Industries, United States Department of Agriculture. This represents an increase of virtually 100 per cent during the preceding two year period, and of course does not include the output of meat plants that are engaged only in intrastate trade, and which, therefore, are

(Continued on page 90)

Spain has recaptured the market for paprika in the United States

By DONALD A. SAYIA, A. A. Sayia & Co.

Spain has recaptured the American paprika market. Virtually all the imported paprika being used in the United States is now imported from Spain.

Out of the six million pounds used in the last year, a relatively small portion originated in Yugoslavia, and odds and ends were imported from Algeria, Morocco and Czechoslovakia.

However, out of the August-September, 1951 crop, the shipments from Yugoslavia have contracted, and hardly any imports of commercial size have been received from other origins.

How did Spain recover this market? In the years immediately following the war, the Spanish government paid exporters a bounty to export to the United States. This permitted the exporter to pay a good price to the farmer for his pods, and at the same time sell competitively in our market.

The merit of this plan we will not debate. However, the results are clear. The farmers prospered and were encouraged to increase their plantings of pods—until this year, when their production reached an all-time peak. At this point, we believe the bounty system degenerated into a headache for the government, and a very costly one.

General pressure throughout the world on commodity values was reflected in the price of paprika. Buyers were hesitant to place orders for shipment out of the current crop except at a lower level than last year. The Spanish government was faced with the problem of a large domestic production of pods and a lower world market for paprika. The alternatives were increasingly heavy subsidy payments, thereby encouraging continued large plantings by the farmers, or to abandon the system before it became more costly.

The latter course was adopted, and the price of paprika was allowed to decline to a level that promised to furnish a ready market for the current crop.

Without a bounty, manufacturers in Spain could only do the business if pod prices were lower, and reports from the area indicate that a major decline was forced by the large supply on hand. The result was a very unsatisfactory return to the farmer, and it is forecast that the plantings for the next crop will be sharply curtailed.

The area in which paprika pods are grown is also suitable for the cultivation of tobacco and cotton, which commodities are supported by the Spanish government, thus eliminating the hazard of market fluctuations.

Can Spain maintain its dominance in the world paprika market? Basically, the quality produced, being a sweet pepper of high color content, is the type of paprika most universally desired. Some of the trade in the United States would prefer some bite or heat in their paprika, which is characteristic of Hungarian paprika, but the total volume required is not large.

Spain can produce, from the standpoint of color value, even better quality than is currently popular in the United States, if our demand dictates this need.

As far as price is concerned, quality considered, Spain has few competitors in the world market. Even if a reduced

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production of pods causes an advance in costs to producers, a modest increase in their price would not make Spain particularly vulnerable to competition from other producing sources.

Prices at the import level have ranged from a high of 59 cents in 1942 to a low of 17 cents in 1932. An average prewar value was about 22-25 cents; thus the present level of 30 cents (at this writing) is realistic, considering the change in times and in money values.

It is quite likely that a stabilization point has been reached, supply and demand being in balance, and a curtailment of the supply could produce a firmer market.

Chili powder

(Continued from page 88)

not included in BAI compilations.

When it comes to regional preference, there is a wide variation in chili powders as to taste, color, "heat," spice blend and so on. For example, New Mexicans like their chili powder bright red in color, and more often than not, with no spice blend. Most Texans prefer a product with some heat or "bite." In other parts of the country a milder mixture is preferred. Some like a blend containing cloves or all-spice.

There are no standard grade designations within the chili powder industry. A grinder may offer a dozen different blends or grades, and he may also custom blend to a distributor's or manufacturer's private formula. But like anything else, the better, more expensive grades offer better value.

Because chili powder is so versatile and easy to use, and because it adds zest and flavor interest to many ordinary, bland dishes, the potential domestic market—both for consumers and for the food processing trade—is enormous.

It should be remembered that chili grinders represent an important market for imported oregano and cumin, for many tons of both of these spices go into the manufacture of chili powder. The increased use of chili powder, therefore, means increased business on these imported spices.

The spice year

(Continued from page 77)

The Wisconsin Restaurateur—4,054 restaurants mostly; official organ of the Wisconsin Restaurant Association.

Fact-of-the-month

Our member spice houses catering to the bulk trade have been asking for some sort of program to help combat the growing competition of substitute seasonings. So, in a campaign called the Fact-of-the-month, aimed at bulk spice users such as meat packers, sausage manufacturers, bakers, pastry manufacturers, etc., the first insertion of the advertising will appear in the April issues of the following magazines:

Meat, circulation 12,417; National Provisioner, 9,550; Bakers Review, 28,316; Food Engineering, 24,964; Food Processing, 31,592; Food Technology, 3,760.

Accuracy tests

About a year ago, many shipments of black pepper from India were found to contain excessive quantities of light berries. A temporary method of testing was devised as an expedient but this was found to be faulty, in that analyses of the same parcels by several chemists brought varying results.

A project has been devised by the Research Committee which will entail the services of two different chemists' laboratories to make simultaneous tests, both of sampling and analytical methods, and it is hoped that by this meth-

od the accuracy of present methods can be tested and if not satisfactory, new methods can be developed.

The president reports with pleasure

"I have just returned from a visit to the members on the Pacific Coast. An informal dinner and meeting for 26 was arranged in San Francisco, which resulted in the formation of a San Francisco Regional Committee of ASTA, of which Robert Clayton Pauli was elected chairman and Ralph J. A. Stern the Secretary. In the Los Angeles area, too, a meeting lead to the creation of a Southern California Regional Committee, of which Lloyd C. Bellisime was elected temporary chairman."

Harry J. Schlichting, President.

How credit moves spices into the U.S.

(Continued from page 78)

sight letters of credit may be opened with the privilege extended to the importer to refinance the shipment on his own note or on an acceptance basis until he receives payment from his buyer.

In the final analysis, emphasis should be placed on the fact that the whole transaction depends to a large extent on the reliability of the shipper. It is, therefore, of fundamental importance that the importer have complete knowledge as to the integrity and responsibility of the shipper so that he can expect the merchandise shipped to conform to the original contract. Banks do not and cannot assume any responsibility for the genuineness of the documents or for the quality of the merchandise.

As soon as the spices arrive in our country, other types of financial facilities become available. Suppose a shipment has been brought in under a sight letter of credit and the importer finds it expedient to store the spices subject to future delivery to his buyer. A loan can generally be made against the pledge of warehouse receipts, together with insurance coverage against the ordinary risks of fire, theft, etc., and with the maintenance of a satisfactory margin based on the market value of the commodity. Going one step further, loans can be arranged at the time of delivery to the grinder by means of discounting notes or trade acceptances or advancing funds against accounts receivable.

In turn, the grinder may find that he has sufficient stocks on hand to meet present requirements and decides to store the newly purchased spices to be withdrawn in the future as needed. Financing can also be arranged to cover this period. Furthermore the grinder may acquire discountable paper from his sales to the wholesaler and retailer.

To assist the spice importer, banks, through their correspondent relationships, are also in a position to obtain new sources of supply by obtaining names and credit information on reputable exporters. In addition, where purchases are to be paid in foreign currencies on other than a letter of credit basis, such, currencies can usually be provided promptly at current rates for either spot or future delivery. In those instances where domestic buyers have arrangements with the shippers providing for payment of sight drafts with bills of lading attached, the collection facilities of the banks are available.

Along the line there may be other occasions when financial or other assistance is required. Your banker welcomes opportunities to place his experience and services at your disposal to assist you in solving the problems involved in getting the spices from the far corners of the earth to the dining rooms of America.

MAY, 1952

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New blood in old spice traditions

(Continued from page 73)

has led the association into fresh fields quite beyond any past accomplishments.

Of course, there are still many who take little or no part in the affairs and management of the association. It has been my utmost endeavor to bring more and more of them into contact by appointing them to committees. Once involved in committee work, the appointees, practically without exception, have been enthusiastic and constructive. I have attended many meetings of these committees as a member ex-officio, and it has been the exception when any member present did not participate in, and contribute ideas to, the discussions.

There is no scale with which to measure this intelligent interest by committee members, but it just seems to me that it has increased and improved a lot in the past year or two.

So my reluctance to leave active work in the association affairs is compensated by my feeling of faith in the future with the young, active and alert workers pushing their way into the traditions built up by our predecessors over so many years. I know they have absorbed that heritage which impels them to strive for the good of all, even at times, at the expense of their own immediate interests.

I have no fears for the future of the spice industry.

Production of essential oils

(Continued from page 65)

600,000 pounds. The only unfortunate feature in this development is the poor quality of oil from the regions east of the Cascades, in Washington. While the quality of most of the lots from the Midwest and from Oregon has been very good—provided, of course, that the fields are kept free of all weeds—the quality of the oils from east of the Cascades (the so-called Yakima oils) has been substandard. The latter oils possess a bitter and quite objectionable flavor, which cannot be eliminated even by careful fractionation. In the writer's opinion, the flavor of the Yakima oil is probably influenced by the presence of relatively large amounts of menthofuran in these oils.³ Unless the peppermint industry in eastern Washington is able to develop ways and means of producing peppermint oil of normal flavor, the Yakima oils cannot be used for the flavoring of candies and chewing gums. At best these oils can be employed only in tooth pastes and other preparations where flavor does not have to be too delicate and lasting.

An oil closely related to, but by no means identical with true peppermint oil, is oil of mint (derived from *Mentha arvensis*), the so-called field mint or corn mint oil.⁴ For many years, large quantities of this oil have been produced in Japan and adjacent parts of China, primarily for the isolation of natural menthol—a compound used in medicinal preparations and for the flavoring of certain brands of cigarettes. With the outbreak of the second World War, the menthol

formerly imported from Japan became unavailable in the Occident, and the American pharmaceutical and flavoring industry found themselves in a difficult position as regards supplies of natural menthol. Fortunately, as far back as 1923 one of those Japanese immigrants who, after the great earthquake of Tokyo in 1921 had come in great numbers to Brazil, had brought along with him some root cuttings of *Mentha arvensis*, which he planted in his garden. The first commercial mint plantation established from these earlier cuttings was set out in 1936 in Paraguassu. This was the beginning of Brazil's mint oil and menthol industry.

With the keen demand for menthol from sources outside of Japan and China which arose after the entrance of Japan into World War II, the newly established mint oil industry of Brazil expanded rapidly, and large tracts of virgin soil in the State of São Paulo were planted with mint. Many settlers of Japanese origin moved into the newly opened regions and numerous villages sprung up almost overnight in the interior of São Paulo State. It was like the Gold Rush days of California in 1849. Fortunes were made—and lost! In 1945 Brazil produced 2,600,000 pounds of mint oil, from which about 1,000,000 pounds of crystallized menthol were isolated in the newly constructed refineries in the city of São Paulo. Today Brazil's mint oil and menthol industry is firmly established, but it will have to compete with the product of Japan proper, which is again exporting to the world's markets.

¹ For details, see Ernest Guenther, "The Essential Oils," D. Van Nostrand Co., Inc., Vol. III, pp. 68, 76 ff.

² Ibid., Vol. I, p. 10; Vol. III, p. 589.

³ Ibid., Vol. III, p. 619.

⁴ Ibid., Vol. III, pp. 640, 664.

The growth of the flavor field

(Continued from page 67)

than the natural materials.

The association assists its members in problems of import, export, credit, insurance and freight. There is a further matter in which the association has performed a notable service, not only to its members but to users of essential oils everywhere, and indirectly to the public at large. I should like to comment on this phase more fully.

The catalogs of some essential oil houses enumerate from 500 to 1,000 items, yet cover only a portion of the items which they can supply at a moment's notice. Many of these items are listed in the United States Pharmacopoeia or the National Formulary. The experts of these compendia set up minimal standards of quality and purity. They define the limits or ranges of such physical constants as specific gravity, optical rotation and refractive index, and may set up percentages of principal ingredients below which the product may not fall in order to be recognized.

Many essential oils and aromatic chemicals are not listed in these compendia and it is to these products that the Scientific Committee of the Essential Oil Association directs its efforts.

There have been prepared and published to date approxi-

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mately 60 sets of standards. Included are such widely used essential oils as Bois de Rose Brazilian, Cedarwood, Cajeput, Clove Leaf, Dillweed, Ginger, Grapefruit Expressed, and Sage Dalmatian; and among the chemicals we find Anisic Aldehyde, Aldehyde C-10 and C-12, Citral, Safrol and Terpineol. These standards are recognized by the members of the association as acceptable factors for the relative items.

The aims of the association were tersely expressed by one of its charter members in these words: "No one in his right mind would knowingly take part in the marketing of an inferior essential oil or chemical which would ultimately be used in a food product, beverage or medicinal prescription. Forgetting the competitive factors which exist in our field, as they exist in all American industry, we should be united in placing our products on a high level of quality and purity, following such uniform standards as we may set up from time to time."

The Essential Oil Association of the U.S.A. is glad to make this report to the entire body of American industry.

FEMA meetings

(Continued from page 71)

duce more vanilla than is required. This often results in serious depressions which force production down until demand again threatens to exceed supply.

All producing countries have demonstrated their ability to keep pace with world needs. Under normal market conditions, Madagascar alone produced in 1932 enough vanilla to supply this market for two years. When, in 1942, supplies from Madagascar were cut off, within five years Mexico was producing about 60 per cent of the total requirements of this market.

A greater steady demand for vanilla will result in more stable and reasonable prices. Statistics show that vanilla imports have increased very little over what they were 30 or 40 years ago, in spite of the great increase in our population and the still greater increase in the production of foods sold as "vanilla flavored." These statistics stand in mute evidence of the extent to which other products have been substituted for vanilla and sold as the genuine article, instead of under the rightful names of those substitute products. In the long history of vanilla, there were other times when its flavoring properties were almost forgotten.

After so many years, vanilla still remains an elusive myth, but very significant is the fact that real vanilla is still demanded. However, it is lamentable that substitutes for vanilla are creating a wrong impression of what vanilla really is and many consumers do not get the chance to know and enjoy its unique, pleasing, likeable, satisfying qualities.

Because of this, the time seems ripe for manufacturers to take advantage of the tremendous possibilities for vanilla by offering more of it to the public in a way that will keep them saying, "Make mine vanilla."

FEMA set for Chicago

(Continued from page 59)

lowing, the banquet and dance will get underway in the Grand Ballroom.

The music of Lou Breese and his orchestra will be a feature of the banquet and dance. Lou Breese is one of the nation's most popular orchestra leaders, having recently completed a six months' engagement with Jack Carter on NBC-TV's spectacular Show of Shows.

The beautiful Edgewater Country Club has been selected for the annual golf tournament and outing, which is scheduled for Monday afternoon. William B. Durling, chairman, and his golf committee, will have this event underway at 12:30 p.m., with luncheon at the Club. If a sufficient number of the ladies attending the convention desire to play golf, special arrangements will be made for a separate tourney for them. However, entertainment at the hotel will also be scheduled for those ladies not wishing to attend the golf outing. Golf prizes will be awarded at the banquet on Tuesday night.

On Tuesday afternoon, the ladies will enjoy luncheon and the famous puppet opera at the Kungs Holm Restaurant. The food and show at this famous Chicago restaurant will probably make this event one of the grand affairs in the program for the distaff side.

One of the special events of the convention will be the Chemists' Breakfast, scheduled at 8:00 a.m. on Wednesday, in the Lincoln Room. Technical personnel of the association will assemble at this breakfast to discuss various technical aspects of the flavor business.

Many chemists in the industry are now collaborating with FEMA's scientific research committee in an effort to uncover information of value to everyone in the flavoring business. It is hoped that at the Chemists' Breakfast an informal discussion of this collaboration will take place and result in even more elaborate plans for cooperation during the coming years. Dr. K. R. Newman will report on the scientific research committee's activities at the opening of the business session on Wednesday, immediately following the Chemists' Breakfast.

The convention committee urges all FEMA members to have as many as possible of their staff people attend the convention, as it will prove a valuable investment. It is also suggested that members invite other manufacturers, who might wish to join the association, so as to acquaint them first-hand with FEMA's activities.

Members of the convention committee are Chris Christensen, Charles Pfizer & Co.; William B. Durling, William J. Stange Co.; William H. Hottinger, Jr. Bowey's, Inc.; S. M. Kleinschmidt, Liquid Carbonic Corp.; and E. N. Heinz, Jr., Food Materials Corp.

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New York News

■ ■ Committees are meeting, we hear, on the two events that make June social month for the New York coffee trade.

Working out details for the June 6th-8th party of the Green Coffee Association at the Shawnee Inn, Shawnee-on-Delaware, Pa., are J. G. Cargill, Durand Fletcher, Arthur Pfeiffer, H. M. Scheffer and J. F. Sullivan.

Setting up plans for the June 24th green-roast outing at Oradell, N. J., are, for the greens, Durand Fletcher, James P. Norton, George Sasseen, James F. Sullivan and Ed Washa; for the roasts, Simon Auskern, Fred Kohn, Jerome S. Neuman and R. B. Sasseen.

■ ■ Sailing down to Brazil last month on the I.F.C. Lines' Bowplate was Cecil Hudnall, who was accompanied by Mrs. Hudnall. Their trip is scheduled to take about six weeks.

■ ■ That was quite a gathering of coffee folk at the reception held last month at the Waldorf Astoria by the National Coffee Association to honor delegates to the annual meeting of the board of directors of the Pan-American Coffee Bureau.

On hand to greet the delegates were leaders of both the roast and green trades, among them NCA President Ed Aborn and Executive Vice President Bill Williamson, along with a number of association directors.

Despite the fact that they had put in two days of hard work, including a session until after 10 the night before, the representatives of the Latin American producing countries were as energetic, charming and friendly as ever.

Dr. Walder Sarmanho of Brazil, PACB's president, and Andres Uribe of Colombia, indicated that the sessions had been exceptionally harmonious and united.

■ ■ Rodolfo Lara Iraeta, of Costa

Rica, who was in New York for the board meeting of the Pan-American Coffee Bureau, was planning to stop in Baltimore for an operation at Johns Hopkins.

We're all wishing you a successful operation and a speedy recovery, Mr. Lara!

■ ■ The Geck Trading Corp. has changed its corporate name to the Reaud-Geck Corp., the firm has announced. Officers, directors and personnel remain the same.

"Ideals of service, integrity and fair practice in all business relationships will be as faithfully maintained in the future as they have been in the past," the company declared.

■ ■ J. G. Loeber, of D. M. & C. Watering, Amsterdam, spent two or three days in New York while enroute from Central America to Ottawa, to attend the Rubber Study Meeting there.

Mr. Loeber, who is a partner in D. M. & C. Watering, has extensive interests in tea, including the Sede, Santosa and other important estates. During his short stay in New York Mr. Loeber was fortunately able to attend the midyear meeting of the Tea Association of U.S.A. at the Plaza Hotel on May 1st.

The courtesies of the trade were extended to Mr. Loeber through the offices of the DeHope Goldschmidt Corp., New York City.

■ ■ Fred A. Wendt has been named traffic manager of the New York office of the Delta Line, T. J. Conroy, vice president in charge of traffic, has announced.

Mr. Wendt succeeds L. E. Barry, who has been elected a vice president of Delta Line, Inc., with headquarters in Rio de Janeiro, Brazil.

■ ■ In New York last month for a

brief visit was John E. King, Jr., president of King Coffee, Inc., Detroit, a 73-year old coffee roasting firm which caters to restaurants and institutions. Mr. King was here to keep in touch with his sources of supply.

■ ■ Davison & Murphy, Front Street importing and jobbing firm of which Walter Murphy was sole partner, ceased operations as of May 1st.

Founded in 1904 as Bayne & Davison by Clarence Beverly Davison and Ernest Bayne, the company became Davison & Murphy in 1909.

James Russell Lord, who was with the firm since 1912 and was acting as office manager and buyer, has started his own green coffee importing and jobbing business, with offices at 91 Front Street.

Joseph Weimann, with Davison & Murphy for 44 years, has joined Angus Mackey & Co., Inc.

Mrs. Jean Anglescy, also formerly with Davison & Murphy, is now with Reamer, Turner & Co.

■ ■ As of this writing, the green coffee keggers are in the home stretch, with the team scores standing as follows in games won and lost: Ehrhard, 47 won, 28 lost; Arbuckle, 43, 32; Holland House, 43, 32; Bendiks, 42, 33; Cosmopolitan, 42, 33; Schaefer, Klausmann, 41, 34; A&P, 40, 35; Brookhattan, 38, 37; Slover, 37, 38; Aronco, 35, 40; Hard & Rand, 35, 40; Force, 32, 43; Miller, 32, 43; Rivoli, 30, 45; Argentine State, 29, 46.

High individual scores for single games were rolled up by J. De Stefano, with 243; J. Funaro, 237, and E. Nockler, 236.

High individual scores for three games were chalked up by De Stefano with 635, K. Fischer, 605, and J. Morgan, 603.

High team scores for single games were recorded by A&P with 891, Argentine State, 880, S. F. Slover, 874, and Cosmopolitan, 874.

High team scores for three games were rolled up by C. F. Slover, 2530, A&P, 2502, and Argentine State, 2433.

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San Francisco Samplings

By MARK M. HALL

■ ■ The importers say again this month that business is dull (and note they are speaking for April). To learn the very latest you can refer to your teletype, but things are not changing that fast nowadays in the coffee trade, and what a coffee man said last month may be good today.

Roasters are buying from hand-to-mouth. Deliveries for the last few months have been heavy, and they are carrying larger stocks than usual, though the local warehouses have less coffee. The larger roasters have been doing a good business, however, which means they will be in the market again. With the weakness in Colombian's, they are waiting for a buying time—and they can wait.

Central America has unsold coffee, and according to one trader, it will be about August before they are cleaned out, whereas in former seasons that point was reached in April. This evening-out of the selling season for the Centrals puts an extra burden of warehousing and financing on the exporters. It was claimed they have a half million bags on hand. Sometimes

the banks insist on liquidation. All of this has a depressing effect on prices. The weakness of Colombians is not helping. With the price range limited but uncertain, it is becoming increasingly difficult for some importers to do business. Margins are small, and a lot of money is needed to do business.

One green man, who likes to play with figures, has it figured out that from October 1951, to March, 31st of this year, there was an excess of coffee shipped to New York of slightly over one month's supply, as compared with six month's in 1950-51. Brazil shows a slight excess of one month's supply in a like period, Colombia about the same, but cheaper grades of milds from the West Indies and Africa show an excess of three month's supply.

All of this would seem to indicate that the New York market has been depressed mostly because of the arrivals from the latter sources.

■ ■ Harry Marsh, of the Grace Lines sailed last month on the Queen Mary for an extended vacation in Europe. He will visit France, England, Belgium and other countries and will take in the Olympic Games.

■ ■ Pan-American Week was observ-

ed in San Francisco last month. A fund has been inaugurated to allow students to pursue studies in foreign trade, which they can repay when they enter employment. The fund is supported by firms like Otis McAllister. T. R. Jamieson, head of that company, is also president of the San Francisco Chapter of the Pan American Society.

■ ■ E. C. T. Holmes, of Balmer, Lawrie & Co., Ltd., Calcutta, stopped off in San Francisco in the course of a quick trip around the world to visit the various offices and representatives of the company. Mr. Holmes is now the number one tea man of his firm. While in San Francisco, he was entertained by Ed Spillane, of the G. S. Haly Co., their representatives on the Coast.

■ ■ Walter Hellyer, of Hellyer and Co., Chicago left with his wife for Shizuoka, Japan, to be there for the coming green tea season.

■ ■ WSTA has found a more convenient place to hold its annual picnic, Huddart Park, at Woodside, only a short distance from the Peninsula highways. The date is August 17th.

■ ■ Charles Montague, tea expert for M.J.B., was in the Northwest and Canada last month, lending his voice to the promotion of his company's brand. Charles can put up a pretty good argument for it's quality.

■ ■ Tom Truemen, of Alex Lawrie & (Continued on page 99)

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Chicago

By **JOE ESLER**

■ ■ New presidents have been named for two major distributing divisions of Consolidated Grocers Corp.; A. J. Bischman, president of Reid Murdoch Div., and John M. Sarther, president of Sprague Warner Div.

■ ■ James F. McLennan of the Moore-McCormack Lines was in St. Louis for the St. Louis export managers club dinner meeting at the Congress Hotel last month. The Port of Authority of New York were the cocktail hosts for the evening and showed films of their big New York warehouse facilities and distributing system.

The Chicago offices of the steamship company will soon show the coffee trade their new film "Enchanted Holiday" which covers their South American journeys and the scenic tourists features.

■ ■ Jewel Food Stores in Chicago are celebrating their 20th anniversary. Their parent company, the Jewel Tea Co., recently celebrated a half century in the wagon route business.

■ ■ Kenneth Y. Craig of the Cory Corp., Chicago has been elected a director of the Chicago Rotary Club. Thomas Sexton is retiring as president of the club and has been succeeded by Henry D. Hughes, all of Chicago.

■ ■ National Restaurant Association held their annual convention and exposition recently. The exposition had 720 booths representing many food companies and leading coffee and tea distributors. This was their 33rd annual meeting.

■ ■ Good Housekeeping Shops in the Detroit territory have a jingle contest underway to stimulate sales of Sunbeam coffee equipment. The winner will get a years supply of Chase and Sanborn coffee, the second and third place winners will receive a six months supply.

■ ■ Cory Corp. announced the development of an automatic coffee brewer made from stainless steel. J. W. Alsford, president, said the company has been working on the development for two years. They will discontinue the manufacture of its copper chrome automatic coffee maker.

■ ■ Harold Hogsdorf for the fifth year in a row has been named star route salesman of the Jewel Tea Co. Working out of the Atlanta, Ga. branch, he averaged for the 13 periods in 1951, \$1,221.17 for each period. The top advance salesman for the year was David Green from San Jose, Calif. branch with a grand total of

2,506 new customers for that branch, the equivalent of building five new complete routes. Both were given an award at the meeting of the Chicago Sales Executive Club and a trip to Barrington headquarters and Chicago.

Southern California

By **VICTOR J. CAIN**

■ ■ It is with deep regret that we report the death of C. W. (Bill) Allison. Bill formerly headed the Allison Coffee Co., doing business in Southern California for about 30 years. Prior to forming the company, he was sales manager for Folger in San Francisco.

He was an active member of the Southern California Coffee Roasters Association, and was recently elected an honorary life member of the Pacific Coast Coffee Association.

■ ■ Earl Lingle, of the Lingle Brothers Coffee Co., journeyed to San Francisco for a directors meeting of the Pacific Coast Coffee Association, and was accompanied by his wife, Ann. They were taken in hand by Norm Johnson and Beck Rowe and were shown just what makes San Francisco tick. The added feature of renewing some of their old acquaintances from college made it the perfect short weekend.

■ ■ Ed Wilkinson, formerly of the firm of S. A. Schonbunn & Co., Inc., New York, was in Los Angeles vacationing for a short period, so Charlie Nonenmacher took Ed on a tour of the Southern California area. Ed is now engaged in business for himself, and we wish him the best of luck.

■ ■ The Los Angeles Coffee Club held a small gathering at the Old Dixie Restaurant. It was a pleasant get-together, with two new members putting in an appearance for the first time. These gentlemen in the persons of Herman Landon of the Jewel Tea Co., Inc., and Harry Meyer of Leon Israel & Bros., Inc., were heartily received.

■ ■ Walter Emmerling, president of Ben Hur Products, Inc., recently returned from a trip to San Francisco.

■ ■ Ken Burns, of Jabez Burns & Sons, Inc., was visiting in Los Angeles recently, calling on his many friends in the coffee trade.

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Vancouver

By **R. J. FRITH**

■ ■ Henry Schmidt and C. W. Stanley, of the Nabob Coffee organization in Vancouver, attended a reception in Seattle staged by the northwest chapter of the Pacific Coast Coffee Association, in honor of Eugene Hoelter, of Hills Bros. Coffee, Inc., San Francisco, president of PCCA.

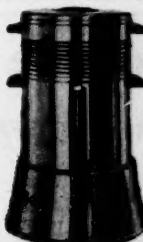
After that, Mr. Schmidt and Mr. Stanley returned to Vancouver, but a day or two later Mr. Schmidt flew to New York to meet some valued business connections on Front Street.

■ ■ Tea and coffee men say their industry has been absorbing everything in the way of higher freight rates, higher labor and productive costs, higher taxes, and higher first costs, and that the line must form somewhere. It is clear from expressions of their opinions that, inevitably, there will be an advance in retail prices. Some say that this would have come before had it not been that the Canadian dollar now commands a small premium in world exchange.

■ ■ W. G. Jeffery, of the British Columbia branch of the Tea Bureau, has completed the Tea Time Drive in these territories for now. He thinks that it has won an even wider appreciation of good tea. Final presentations were held in the Fraser and Okanagan Valleys, of this province, and Mr. Jeffery returned home to "enjoy" a short illness from which he has now recovered.

■ ■ Peek Philpott, formerly of Colombo, Ceylon, who spent years on that tropical island as a tea planter, thought he would retire when he came to Vancouver. But he has since gone back into tea business, retail scale, and is merchandising by mail order and through certain select retail channels some of the blends he developed for this market and for the West generally. He offers six grades, in one pound packets, in nearly airtight containers and is working up a nice business. The teas are blended to his order by old-time business associates in Ceylon.

Mr. Philpott recommends that the tea, when opened, be placed in tea caddies or in other airtight containers. He does business as "the Teaplanters," and the word, "Teaplanters," is his brand name. The present retail price is \$1.50 for his best blend.



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New Orleans Notes

By W. McKENNON

■ ■ W. B. Burkenroad, Jr., vice president of J. Aron & Company, Inc., accompanied by his wife and daughter, sailed on the Del Norte for a trip to Brazil. While there, they will visit Rio, Santos, Sao Paulo and other points of interest. They will also spend some time in Uruguay and Argentina. Mr. Burkenroad plans to return via plane about June 1st, while Mrs. Burkenroad and daughter Peggy will return via the Del Sud on June 11th.

Other passengers sailing aboard the Del Sud last month were Mr. and Mrs. Leonard Olson, of Chicago, accompanied by Mr. and Mrs. Jack Garrity and Mr. and Mrs. Aplin Anderson.

■ ■ Mr. and Mrs. Earl P. Bartlett, Sr., recently stopped at Birmingham for a short visit, enroute to Atlanta on business. On their return they visited in Montgomery, Alabama.

■ ■ David Kattan was chairman of the foreign delegates committee of the 7th Mississippi Valley World Trade Conference held in New Orleans last month, and was in charge of 80 foreign delegates here.

■ ■ John Creamer, of the Trico Coffee Co., Birmingham, was a recent visitor to New Orleans.

■ ■ Theodore Brent, president of the Mississippi Shipping Co., and Harry B. Leche, of the same firm, sailed from New York last month for Europe. Captain J. W. Clark, assistant to the president of Mississippi Shipping, is visiting business offices in South America.

■ ■ Milton Ruth, of Leon Israel & Bros., Inc., has returned from a business trip through the Mid-west.

■ ■ William Ullman, of Leon Israel's New York office, recently visited the trade in New Orleans for a few days.

■ ■ Fred Delamain, of J. Aron & Co., Inc., is covering his territory in the interest of his firm. His son, Jack, a cadet at West Point, spent a few days in New Orleans recently.

■ ■ Bley Evelazio, of the Bley Canet Co., Curitiba, Brazil, accompanied by Mrs. Evelazio and friends, was in New Orleans for a short stay while on a trip throughout the States. While here, they made their headquarters at Westfeldt Bros.

■ ■ R. M. Nash, of Nash and O'Brien, is spending some time at the New York office.

■ ■ George Gernon, of Ruffner, McDowell & Burch, has returned from a business trip to Memphis and Chattanooga.

■ ■ W. C. Englisbee, of Ruffner McDowell & Burch, was in New York on business.

■ ■ Jacques Louis-Delamare, of Le Havre, France, spent a week in New Orleans recently, calling on his friends in the trade.

■ ■ Carl Hans von Gimborn, Jr., who represents Emmericher Maschinenfabrik von Gimborn and Co. K.G., Emmerich, Germany, specialists since 1868 in the manufacture of coffee roasting equipment, recently visited Wilmer T. von Gohren, New Orleans coffee broker.

■ ■ Miss Joyce Lafaye, younger

daughter of Mr. and Mrs. E. A. Lafaye, spent the Easter holidays in New Orleans with her family. She is a student at Marymount College, Tarrytown, N. Y.

■ ■ Mark S. Walters has joined W. R. Grace & Co. as manager of the coffee department in New Orleans, with offices at the International Trade Mart, according to an announcement by Juan E. Godoy, a vice president of the company.

Prior to joining W. R. Grace & Co., Mr. Walters was associated with the coffee roasting firm of J. A. Folger & Co. as a coffee buyer and manager of their New Orleans import office.

St. Louis

By LEE H. NOLTE

St. Louis Coffee Club night was held recently at the York Hotel in St. Louis.

Pete Rubinielli was absent from the city, so Gene Growson, our vice president, acted as chairman. Dave McKay announced that the golf outings will start at the Glen Echo Country Club on May 23rd and at the Norwood Country Club on July 15th. The September date and place of play will be announced later. Of course, we always wind up the golf season in September with a very big event.

After the regular order of business, Gene Growson's railroad, the Illinois Central, showed their picture, "Song of Mid-America," which lasted for 45 minutes. To say the least, it was most entertaining and very beautifully filmed. We thank Gene for putting on such a fine show.

Of course, the allied trades, as well as our friends in the coffee trade, are invited to the golf parties and to our regular meetings.

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Seen at the WSTA meeting were (from left): C. S. Martin, Henry P. Thomson, Inc., Ernest Jesudason, International Tea Market Expansion Board; M. R. Ahuja, consul general of India; Ed Harder, Thomas J. Lipton, Inc.; Jo Bransten, M.J.B.; Larry Meyers, Pacific

Tea Packing Co.; Paul Ahrens, Irwin-Harrisons-Whitney, Inc.; Carl Corey, Standard Brands; John Siegfried, also of Irwin-Harrisons-Whitney, Inc.

San Francisco Samplings

(Continued from page 96)

Co., Ltd., London, was a visitor last month on his way to Canada. Who was his host here. Ed Spillane, of course.

■ ■ One of the most interesting meetings of WSTA was held recently at Gino's. The celebrities present were national and international in character. Special guests were Ernest Jesudason, of the International Tea Market Expansion Board, M. R. Ahuja, consul general at San Francisco for India, James Booth, who was still with the Tea Bureau then, Bill Treadwell, publicity director for the Tea Council, and — while not coming under the heading of a special guest but a celebrity none-the-less — Jo Bransten, president of M.J.B. and chairman of the merchandising committee of the WSTA.

Ernest Jesudason looked for a big difference in the tea trade, now that the English subsidy had been removed. The United States market is the second largest in the world, but the per capita consumption of tea is lowest, thereby offering great possibilities for expansion, he pointed out. Moreover, Asian countries are in great need of American dollars. Ceylon and India's tea exports constitute half the total exports of these countries. Americans are becoming more conscious of tea, but a sustained campaign is needed, he emphasized.

Jo Bransten introduced M. R. Ahuja a real friend of the tea trade. Mr. Ahuja said his government had recalled him and he didn't know what his future post would be, but he would always treasure the many friends he is leaving in San Francisco.

Bill Treadwell further outlined the Tea Council's promotion and gave a picture of the tea promotion day at Stamford, Conn. Films were shown of the TV spots on the theme "Take Tea and See."

■ ■ According to G. Stanley Evans, of the Harbor Board, Port of San Francisco, March, 1952, imports of coffee into the harbor totaled 16,912 tons. March, 1951, hit 23,474 tons. The total to date is 40,582 tons for 1952, and for last year, the same period, 39,941 tons.

■ ■ Clarence Levy, of J. Aron & Co., went the rounds of coffee buyers in

Los Angeles last month.

■ ■ There should be organized an alumni of the student graduates of the Clarence E. Bickford school of coffee cupping and selling. Its charter members could be Andy Glover, Bob Quinlin, Dick Quinlin, Ed Johnson, Sr., Weldon Emigh, John Thompson and no doubt many others. They could have their meetings in a smoke-filled room at the PCCA convention. Their alma mater has been neglected too long.

■ ■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc., left last month on the A.P.L. liner President Wilson to be on hand for the green tea season in Japan. Before leaving, he read a letter from his assistant in Japan, S. Sekiya, who stated that the tea lands, laid waste by the war, were now restored. Increased tea prices had stimulated production, but it was expected that prices would be lower in the coming season.

■ ■ Lloyd Thomas, of the S. F. Pellas Co., spent some time in New York last month visiting the New York office of his company. It is known as S. F. Pellas Inc. Dick Wear who was in San Francisco, is now connected with that office.

■ ■ E. A. Johnson, Sr. of the firm by that name which the Jr.'s seem to be taking care of pretty well, was in New York last month pulling for the Yanks and lending a helping voice to the fortunes of manager Casey Stengel.

■ ■ William J. Rowe, of S. & W., and Mrs. Rowe, made a trip to the Hawaiian Islands in the Matson freighter, Hawaiian Refinery. They visited a number of the islands, and while having plenty of chance to go ashore, did their sleeping aboard ship. The three weeks were a grand vacation.

■ ■ Harry D. Maxwell likes to crowd a lot of life, more accurately in this case travelling, into a short space of time. He doesn't linger in art galleries, but seems to cover stretches of territory with the help of flying and a well-thought-out schedule. In the latter part of August he will meet his wife in Naples. From there they will go through the hill towns into Florence and Rome, then on to the French and Italian Riviera and to Barcelona, Spain.

According to Harry, a good coffee man has a developed sense of taste, and as he is interested in wine from a connoisseur's standpoint, he will visit the sherry district of Spain known as Jerez de La Frontera. Before leaving that country, he will also cover Madrid and the Andalusian region. He will fly home from Paris, while his wife will visit friends and relatives in London and Ireland. The trip will take about five weeks.

■ ■ Bill Waldschmidt, of Otis McAllister, recently visited San Francisco to attend directors meeting of the Pacific Coast Coffee Association.

■ ■ Ed Carico, formerly with Ben Hur Products, Inc., as head of their spice department, has resigned his position and joined forces with Chile Products Corp.

■ ■ We are now looking forward to the coming Pacific Coast Coffee Convention, which is being held as usual at the beautiful Del Monte Lodge. We will be seeing you all at that time.

■ ■ Mr. and Mrs. C. L. McCormick, of Chicago, were recently in New Orleans.

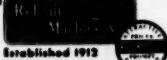
New automatic unit

(Continued from page 33)

own packaging. There will be a reasonable charge for the installation of the machinery, with a rental on a royalty basis thereafter. The 2,000 cases a week is normal production capacity of one unit on a single shift. Additional units will be made available to roasters with sales exceeding this amount.

The bagging, counting and packing unit is comprised of a few component parts, each small enough to be shipped by air freight. The machinery was designed in this way to guarantee royalty users against undue loss of production time if a breakdown should ever occur. Extra component parts will be kept on hand at the factory at all times.

A telegram or telephone call to Modern Coffees would speed one of these replacements on its way by air within an hour. Unskilled mechanics could make the substitution of the new component immediately upon its arrival, thus avoiding the cost of a skilled service man and the possible delay of bringing one in an emergency from a distant point.

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S. & S. HG88 Duplex Auger Filler.
Whiz Packer Volumetric Fillers.
Filler 4 Head S. S. Piston Fillers.
Amsco Rotary Bag Heat Sealer.
Triangle SHA Filler and Carton Sealer.
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FOR SALE: 1—Pneumatic Scale 60/min. Packaging Unit. 2—Jabez Burns 4-bag Coffee Roaster, complete with blowers, exhausters, cooling trucks; Standard Knapp Auto Gluer-Sealer & Comp. belt; 1—Model A & 1 Model B Transwraps; 2—6" Brightwood Box Machines, m.d.; Roball sifters; Mikro Pulverizers; Mixers up to 1000 lbs. Partial listing. What have you for sale? CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 38, Barclay 7-6400.

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WANTED—ROYAL COFFEE ROASTERS ALL SIZES. MONITOR 2, 3; ALSO JABEZ BURNS 6, 7 ADDRESS BOX 118, CARE OF COFFEE AND TEA INDUSTRIES

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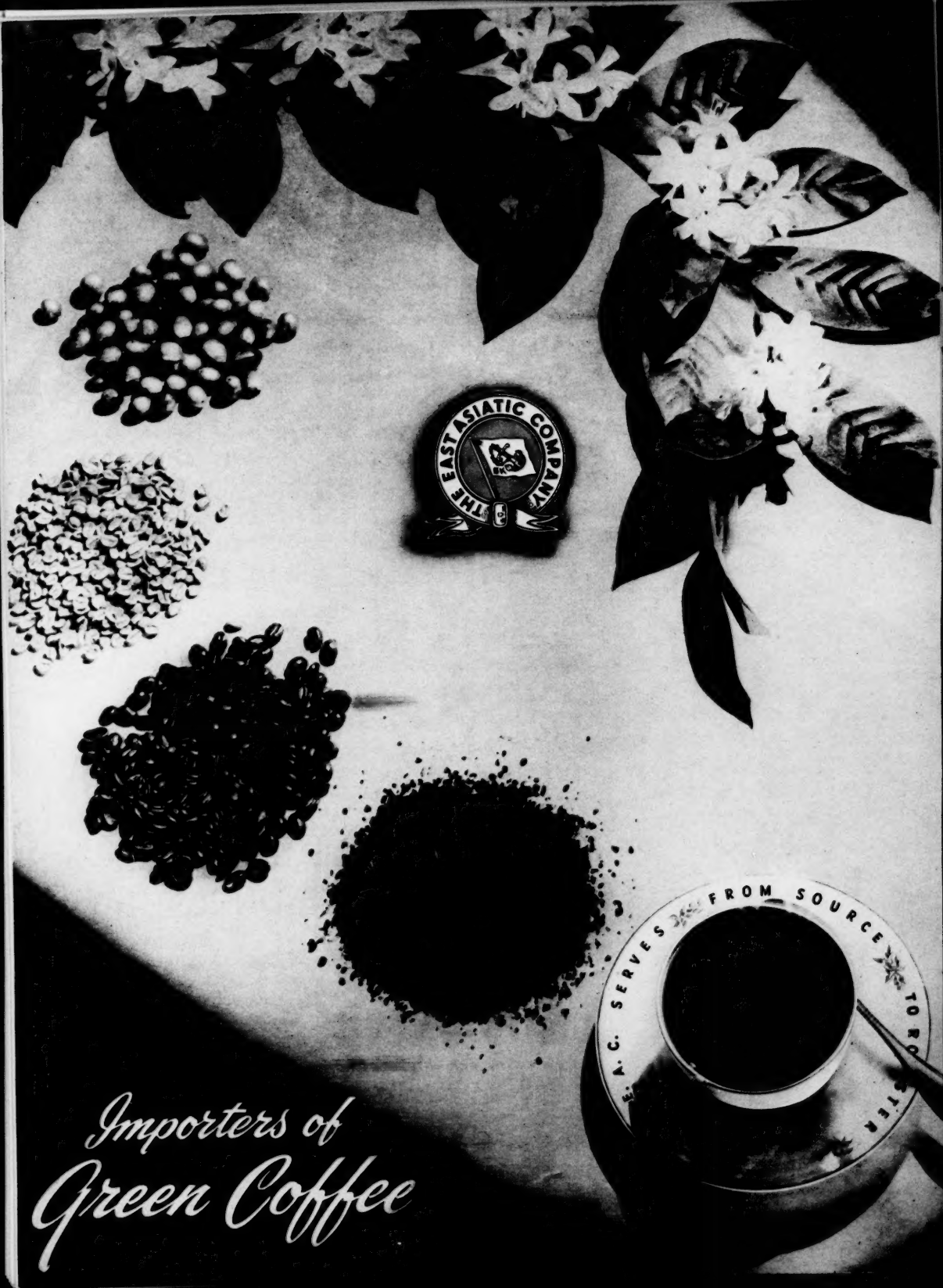
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